

PUBLIC RELATIONS



Year's fire photo . . .



COVER PHOTO

Redwood City (Calif.) Tribune photographer Reginald McGovern won first prize in the first Fire Foto of the Year Contest sponsored by the National Press Photographers Association and the National Fire Protection Association. Prize-winning shot was taken at the exact instant of a California plant explosion. (Story on page 11.)

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NOTED IN BRIEF . . .

• America's obligations in international public relations are discussed by Hans Simons, president of the New School for Social Research, who has been identified with international relations since the Versailles Peace Conference and subsequent League of Nations development.

• Is PR a man's field? If so, how does a woman get a job? These are some of the questions posed and probed by some PR women who give JOURNAL readers some of their own case histories as evidence that proficiency in the field no longer has a male exclusive angle, if it ever did.

• Glen Perry writes about a check list for analyzing proposed PR projects. It's a matter-of-fact, businesslike look-see at all the angles of an idea, before it is allowed to develop as part of a program.

• Journalism may have produced most of PR's present-day practitioners, but we should not overemphasize its position, in the opinion of William H. Baldwin. He sees opportunities in newer media, and urges that we train our new people to be adept in the social and political science areas, and students of business economics and values.

• Some new uses for an old PR friend—the telephone—come in for discussion this month. Radio engineers tell their story through the medium of industry-wide publicity. And if you want to know how to run a photo contest, readers will be interested in a case history of a successful one.

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Published monthly, except August and semi-monthly in December, copyright 1951, by the Public Relations Society of America, Inc., at 525 Lexington Avenue, New York 17, N. Y. Of the amount paid as dues by members of the Society, \$5.00 is for a year's subscription for the *Public Relations Journal*. Reentered as second class matter October 20, 1950, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates: \$5.00 a year; foreign \$6.00. Single copy 50c.

PR JOURNAL

OF THE PUBLIC RELATIONS SOCIETY OF AMERICA

525 Lexington Avenue • New York 17, New York • PLaza 9-8086

VOL. VII, NO. 8

SEPTEMBER, 1951

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"What is the greatest obstacle in the path to greater acceptance of public relations by business and industry?"

Training for PR

"In considering formal education for a PR career it is in order to determine what values a PR counselor can most appropriately bring to management's discussion of basic policies and programs"

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Criny - Ste.
Banner - L.A.
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Cott - allentown

"Ordeal By Planning"

SOME MONTHS AGO a friend was good enough to send us a copy of John Jewkes' book on the planned state, *Ordeal By Planning*. Written in 1947 by the Stanley Jevons Professor of political economy at the University of Manchester, England, a man thoroughly conversant with the planned economy as it works in Britain, Jewkes' book was published here by the Macmillan Company in 1948, and brought out in a second edition in 1949.

Our copy, for one reason or another, went unread until a few days ago. We hasten now to make amends to the friend who sent it, to those readers of the JOURNAL who may not have heard of *Ordeal By Planning* or who may have been deterred from reading it by the oddly unenticing title, and to our plain duty as a firm believer in free enterprise.

To our way of thinking, *Ordeal By Planning* is one of the most important books to appear so far on the great and growing crisis of our time. In 243 short pages John Jewkes lays bare the tawdry framework of the great socialistic structure so wordily brought into being in England by the industrious Webbs, by Sir Stafford Cripps, the Messrs. Morrison, Beveridge, Schumpeter, Attlee and others, and the intellectual but misguided Fabians. More importantly, he shows, through careful analysis and example, how the planned state not only does not work well, but as a matter of fact *cannot* work well.

The planned state, which was to produce prosperity for all, must always end by making everybody poorer. The planned state, which was to end depressions, merely substitutes for them the state crisis, a far more dangerous, cataclysmic and destructive method of correcting economic maladjustments.

Jewkes shows how the workings of the planned state are inevitably in opposition to individual freedom and must end by destroying it; how the planned society is tainted with a built-in moral sickness, which like a cancer spreads through the body politic and ends by debauching everyone; how the planned state, to realize its ends fully, must encourage and even force world conflict, pitting country against country in the interests of state "bargaining."

What is going on in England today takes on new meaning after you have read this book. The growing roots of socialism in this country can also be better discerned. We too are in danger. In fact,

we are already in the grasp of the beast. Only a real struggle, aided by enlightenment, will get us free again.

Jewkes quotes this prophetic passage from the *London Times* of August 11, 1846:

"The greatest tyranny has the smallest beginnings. From precedents overlooked, from remonstrances despised, from grievances treated with ridicule, from powerless men oppressed with impunity, and overbearing men tolerated with complacency, springs the tyrannical usage which generations of wise and good men may hereafter perceive and lament and resist in vain."

Washington papers of 1951—papers of America—please copy.

PR's "Greatest Obstacle"

HONEST AND FREQUENT SELF-EXAMINATION is mighty good for the soul; a very necessary part of every professional man's Pilgrim's Progress toward the best expression of his talent and abilities. This goes also for a whole profession, especially for so young a one as our own.

We accordingly recommend for your thoughtful reading the *PR Question of the Month* in this issue of the JOURNAL on "What is the greatest obstacle in the path to greater acceptance of public relations by business and industry?" What public relations leaders themselves have to say about the problems of our profession may surprise you; may possibly shock you. Will also, we hope, stimulate you, too, to honest self-analysis and appraisal.

For the future progress or even survival of public relations as a profession is not guaranteed; it is not automatic. It depends on the quality and performance of today's public relations people, reaching ever higher levels of professional attainment. It also depends on the elimination from our ranks of any who, in the words of one panel member "have attached themselves to public relations without performing the duties, without accepting responsibilities," or any, as another respondent put it, who "are glib talkers but poor producers, and who have made business and industry feel that public relations is a synonym for unrealistic doubletalk."

Obviously this description does not apply to the majority of public relations people. The profession would never have made the undeniably great progress it has recorded to date if most practitioners had not delivered, heaped up and running over. But if now come locusts to the vineyard, let us not mistake them for fellow laborers.

Does America understand its international PR responsibilities?

"The world is not only America-conscious, it is also America-curious. This puts a great responsibility on practically every American because international public relations is everybody's business."

By Hans Simons

President, New School for Social Research

YOUR EDITOR will have to accept responsibility for a change in a well-established pattern. In this article a layman undertakes to talk to the experts while normally it is the other way around. I am glad to have this opportunity of submitting to you some amateur thoughts, and of inviting your craftsman criticism.

An expert, of course, would first of all define his terms. International public relations is in a sense what in a more conservative language is called "open diplomacy." International negotiations which are watched by and reported through the media of mass communications are quite different from the earlier secret conduct of foreign policy. They become at least partly international propaganda. International public relations are an aspect of our contacts with the rest of the world—from the Ambassador to the average tourist, from the syndicated columnist to the modest commuter who meets a foreign visitor on the train. We can't leave them to the Voice of America, nor to any other governmental agency. They are everybody's concern.

I would not draw the line of public relations both so loosely and so broadly were it not for one fact which greatly affects our responsibilities. It is that the whole world today is thoroughly America-conscious. You do not have to go far back into history in order to appreciate that this is a new phenomenon and one to which we are not yet accustomed. Within my own lifetime America has become a center for the world.

Coupled with this new awareness is another change which has occurred under our very eyes. It is the revolution of dissatisfaction which has swept the whole colonial and semi-colonial world.

People who used to accept their status in life as fated begin to regard it as man-made and therefore changeable. What little knowledge they acquired of other people's ways of life suffices to give them a basis of comparison and thereby new ambitions. This revolution of dissatisfaction is by no means identical with Communism though Communists are particularly well equipped to exploit it. It encourages the individual to question his own social status and the international position of the country with which he learns to identify himself. It makes people envious of others who seem to be better off. For this reason the new awareness is often expressed in hostility. But it is mixed with a reluctant admiration, a naive acceptance of foreign material standards as an ultimate measure of success.

International position changed

The shift from a stationary to an advancing world has profoundly changed the international position of the United States. This is the more serious because as a result of the war the Soviet Union succeeded in making itself the spokesman of dissatisfaction. Thanks to its

totalitarian technique it imposes the slogans of emancipation on our age. We have to meet them, and we want to meet them with the methods of democracy. The more important Russia grows for the future of the world the more secretive she becomes. America, on the other hand, is open to the scrutiny of the world. We are so devoted to publicity that the curiosity around us acts as a stimulus rather than a restraint. During the war large signs reminded chatterboxes that "the enemy listens in." Today one must warn America that "the world listens in"—both friend and foe.

Nevertheless, we go right on advertising our disagreements, out of all proportion to their real significance. As you read our papers and listen to our speech-making you would think that we can't agree on anything. Here is a country that sends part of its military strength abroad—a momentous measure supported by the overwhelming majority of the people and their spokesmen. Here is a country that provides economic and military aid to others far beyond any clear-cut and obvious self-interest. Yet this almost fantastic fact is obscured by the controversy about who should get how much.

Opportunities used well

Undoubtedly this country has used its opportunities more creatively, more peacefully, and in a relation to others more fairly than was done by the major colonial powers of Europe. Today, however, Europe is caught in difficulties which are only partly due to earlier mistakes. Largely they are the result of contemporary circumstances for which the majority of Europeans do not feel responsible. They become confused and often resentful if our help is accompanied by virtuous exhortations. Even though we are quite honest about them, they have a false ring in the ears of those who would like to be equally well off.



Ralph Crane

Dr. Hans Simons, President of the New School for Social Research, is a well-known authority on international relations. He first served at the Peace Conference at Versailles and worked for years in close contact with the League of Nations. In 1935 he came to America as a refugee from Nazi Germany. He taught international relations at the New School, and in 1943 he was appointed Dean of the School of Politics. In 1947 he returned to Germany for a two-year assignment with the U. S. Office of Military Government where he helped work out the Bonn Constitution. Dr. Simons returned to the New School in 1949 and was elected President in June 1950.

Sep

who do not run for office, who do not have to justify a political past, who are unencumbered when it comes to guilt by association, and who know the world—such a group might well set up a program of international public relations on a non-governmental level and gain support for it by its own moral authority. For this very reason it should not be an official board. Neither administration nor Congress should have a hand in its selection. It should be well provided with all technical facilities. It should be well paid. It should not have to depend on free publicity, though it would get plenty of it if its work deserves it. Here is something the Ford Foundation and the Rockefeller Foundation might seriously consider. It is a project without a blueprint. Everything depends on the members of the group, on the freedom with which they can work, and on the creative impact of their combined imagination. The New School for Social Research would be happy to offer its help and hospitality to such a group.

Does world want more than goods?

These people would have to find out whether the world wants more than our goods—and if so, why. They would investigate whether one can stress abroad those aspects of American life which we seldom talk about: the true idealism which runs through American foreign policy, and the quiet generosity which characterizes so much of American society. Can one muffle—not muzzle—abroad those strident voices which we regard as essential if we want to appeal to the domestic market? Certainly if anything can be done it is not possible without some planning and some restraint. However, if it can be achieved through agreement and become voluntary instead of legislated it may work.

As one surveys the American scene with a sense of our international public relations responsibilities certain areas come to mind where such a group could usefully make its inquiries. The first is international public relations as private enterprise. What we say officially is immediately scrutinized, criticized, attacked or cleverly distorted. Private attempts, however, to represent America abroad are far less likely to arouse such antagonism. Nevertheless, they can reach at least as far.

The Voice of America should become to a greater extent the voice of the American people, of their ambitions, their hopes and their likes. It is still too much of an outlet for those who, accord-

ing to our domestic code, claim to speak for the United States. It is a great pity that so few people here can listen to its broadcasts. If private citizens could be persuaded, and if necessary be paid to make it their concern to monitor the Voice of America broadcasts to different countries, to analyze them, and to criticize them constructively, they would greatly help to improve a difficult program. The Voice of America would remain an official agency, but the limitations which officialdom imposes could be lessened.

America tick. Using the inquiries of our Senate and our District Attorneys, the world may now be wondering whether our motives are ethical or crooked.

If through such concerted efforts we can develop a consistent international public relations program—or rather the viewpoints and values from which it can grow—it is likely to have a marked influence on our foreign policy. First, I am sure that such an approach will help us to formulate the main theses of our foreign policy so that they make the

FAMOUS SPEAKERS

Of all the speeches ever made, which two would you like to have heard in person? When Dr. Irving J. Lee, Northwestern University professor of public speaking, asked 318 persons this question 88 per cent named either Christ's Sermon on the Mount or Lincoln's Gettysburg Address. One man wanted to hear Joe Stalin's "Farewell Address."

Seventy-six per cent of those queried said they would go out of their way to hear one or more of the following: Winston Churchill, Albert Einstein, General Eisenhower, Eleanor Roosevelt and Walter Winchell. The most interesting speakers they had heard were actors and actresses, clergymen and college professors, in that order. Described as "least interesting" were well-known writers, all scientists and most business men. Professor Lee learned that the more books people read, the more speeches they hear; the more time they give to hobbies and recreational activities, the less time they give to speeches.

Senator Fulbright's Commission on Ethics could maintain close contact with such an International Public Relations Board. For one of the things which the latter would have to find out is how to convince the world that we practice what we preach. Since time immemorial this has been not a technical but a moral problem. For us today it is also a problem of self-respect and of respect for the principles which we profess. What recently transpired about politics through the inquiries of the Kefauver Committee, and through the investigations in New York City, revealed corruption on all levels of government which was bad enough in itself. It surely undid months of efforts to create good will for America. Far worse, however, was the attitude of mild and tolerant amusement with which far too many people reacted to these disclosures. Few wanted to admit that they were surprised. Fewer wanted to permit themselves to be outraged. And yet public opinion abroad is conducting a continuous inquiry into what makes

strongest possible appeal to other people. Second, a program so conceived will be less subject to the vacillations of domestic policy and less exposed to group pressures. This is assuming, of course, that an American foreign policy which is popular abroad is also the one most acceptable to the American people.

To inquire into this last assumption goes far beyond my topic. The question which I asked as a layman I shall leave to you the experts to answer. Tentatively, I would say that America is fully aware of its responsibilities to its own future, to its friends, to freedom in the world, and to peace. Most of us, however, fail to carry this awareness into our official and personal attitudes. To be sure, it is uncomfortable to be a public figure. Publicity does impose certain standards. Our world position makes international relations for all practical purposes international public relations. America is the most conspicuous country in the world. This is a new condition of national life and we are not yet used to it. • •



Sydney Boyd



Paul Parker
Sallie Bright



Vogue Studios
Charlotte Browne-Mayers



Dorcas Campbell



buchrach
Melva Chesrown

WOMEN IN PUBLIC RELATIONS

Based on their own experiences, some of today's leading PR women give advice to beginners on opportunities for women in public relations.

THE PUBLIC RELATIONS JOURNAL reader has been defined as man—95 per cent. That leaves 5 per cent of the field wide open for women. Maybe because they're outnumbered, out-incomed, out-real-estimated and out-insured, the feminine 5 per cent has now been challenged by the college girls to tell them about career opportunities in the field.

How does a girl get and hold a job in public relations? Is it hard to crash this man's field? Are women doing executive public relations jobs? How did they get there? Was it worth it? What areas of business are most receptive to women for public relations jobs? What training is needed? And, oh yes, how many women in public relations wear mink?

Without attempting a scientific poll, members of the Committee on Women in Public Relations, an informal study group founded in 1946 by Denny Griswold, editor and publisher of *Public Relations News*, and meeting monthly in New York City, were asked for honest answers to these questions.

There was no more complete agreement than you'd find among the male 95 per cent, but the Committee admitted there are more opportunities for women in public relations than there are trained women to fill them. It's a little like all the singers who aspire to the Metropolitan Opera, who, if asked this minute to fill a role, would admit they were far from ready.

There are few women public relations veterans; but not many of the male 95 per cent are veterans either. The profession itself is young. By its own code it has placed a premium on patience, ingenuity, understanding—qualities that the best fiction has attributed to long-suffering heroines.

The long-suffering apprenticeship is not limited to women in public relations, though. Just ask some of the noted pluggers like Anne O'Hare McCormick, editorial writer; Sylvia Porter, financial columnist; Anna Rosenberg, Assistant Secretary of Defense in Washington; Dorothy Shaver, president of Lord & Taylor.



Gertrude Bailey, Chairman, Committee on Women in Public Relations.

Industry is going to lure more women into jobs, says the Committee. Not just into fashion, cosmetics, home furnishings, food, retailing—fields that, in the college girl's language, are "easiest to crash," but increasingly into hospitals, colleges, hotels, public service and welfare organizations, trade associations, heavy industry, government and international affairs. All will be seeking men and women who have hurdled the timid stage of public relations and are qualified to sit down and project policy with management.

When you go out for your first public relations job, the Committee says, ingenuity gets the acid test. Its advice to the college girls: Don't jump in. Slide in. Take it in easy stages, and you'll find the tools and techniques get polished along the way. Here's how Committee members did it:

Caroline Hood, a former school teacher and now public relations director of Rockefeller Center, literally started in the basement selling souvenirs to tourists. When she sensed that garden tours of Rockefeller Center's landscaped rooftops would interest the public, she suggested it and worked out the tour. This led to speaking engagements about the Center at colleges and clubs across the country; to special tenant services, Christmas and Easter community projects; and when her boss left, to her own appointment as public relations director.

Gertrude Bailey, New York public relations representative for Monsanto



Vogue Studios

Helen Cornelius



Linda Donalson Drew



Marion Stevens Eberly



Jean Roeburn

Denny Griswold



Paul Parker

Hulda Kloenne

Chemical Company, after University of Michigan journalism, worked on a chain of weeklies, the *Detroit Free Press*, moved to the *New York World-Telegram*, then to a public relations job with the William Esty Advertising Agency, and finally to her present job. She believes that, after college, editorial experience on a metropolitan daily is the best training for a job in public relations. And that many of the techniques taken for granted in so-called women's fields, such as fashion and retailing, are more appreciated when translated into terms of heavy industry.

Trade associations are tough to keep on the beam, the boys agree. If you are more conscious of carpet these days—and sales figures show that you are—much of the credit is due Melva Chesrown, vice president of the Fred Eldean Organization. As account director for the Carpet Institute's comprehensive public relations program, Melva developed the annual spring Carpet Fashion Opening in which more than 5,000 retailers throughout the country now participate. Her background: out of school into secretarial jobs, unglamorous door-to-door selling in the grass roots areas, public relations departments of the Tax Foundation and General Motors, before helping Mr. Eldean launch his own firm more than seven years ago.

That old wives' tale that women will get along working for men but not for women is exploded by Pauline Mandigo, who directs the public relations of the country's largest organized groups of women, including the General Federation of Women's Clubs. She says: "Most of my new contracts have come because some woman suggested to some man that I could do the job. Let's stop thinking about women as a separate problem and think about them as people."

A kaleidoscopic career in newspapers, radio, magazines and publicity, brought

Julie Medlock her own counseling office, then pioneering work in international public relations. Experience as Counsel to the UN's 59-nation specialized agency, the ILO, spurred her to set up a Foundation, Public Interest, Inc., to study and work in the communications field for better understanding of national and international affairs. Leaders in science, education, media organizations, foundations, government—and even Nobel Prize winners, consult her, now.

Sallie Bright is executive director of the National Publicity Council for Health and Welfare Services, Inc., a non-profit membership corporation of some 2,000 public, private, national and local organizations. To her we directed the college girl's question: "What's it worth?" "Plenty," she said. "It's a glorious feeling to know this work may result in the enlargement of a hospital, public support for a new law for the protection of the mentally ill, or a blow to the black market in babies. Today, when security

and happiness of the people of a country may determine the road that country takes, those of us trying to improve the lot of the citizen are pretty sure we are doing something important."

Dorcas Campbell, assistant vice president of the East River Savings Bank, crashed a man's field and climbed up. After college liberal arts training and social service jobs, she started her financial education in the bank's new accounts department. Now she's director of public relations, coordinating advertising and publicity, and handling customer relations. In addition, she's a popular teacher, author and lecturer here and abroad.

Here is a clue for the public relations beginner: Get your general education. Get your foot in the door. Then bone up on graduate courses to help you get ahead in the field you just crashed.

Money—and women—challenge the life insurance business, too. We find Marion Stevens Eberly directing the Women's Division of the Institute of Life Insurance. Here she interprets life insurance in relation to family economics and translates to the life insurance business the interests and views of women. Fresh out of Barnard, she served as social secretary for a Newport dowager, clerked in a war relief agency, then managed its National Headquarters. She married and raised three children, worked in the public relations department of a New York metropolitan newspaper, did community activities in several foreign countries and sections of the U.S.A. Writing articles, speaking, studying family economics, and now two grandchildren, keep her in touch with young families and with the importance of money "as a family matter."

Nadine Miller, director of press and public relations for C. E. Hooper, Inc., took her undergraduate degree at the



Gabor Eder

Caroline Hood, N. Y. Chapter representative, PRSA Board of Directors.



Pauline Mandigo



Elizabeth McStea



Irving Kaufman
Julie Medlock



Sudvarg Studio
Nadine Miller



Mary Pentland

University of Kansas and University of Wisconsin. She has also done graduate work in Journalism, Radio, Education and Psychology at the Universities of Kansas, Colorado and California. Now she directs the Hooperatings press service to radio and television editors of the nation; works with radio, market research and business schools of 78 universities and colleges, lectures at many of these, sets up client conferences and edits Hooperatings Hi-Lights, a client service bulletin. "Public relations," she says, "must be very much a part of community relations, and that means actual participation, not just lip service or your name on a membership list."

Another vital personality — and a grandmother, too — is Mrs. Dorothy Lewis, coordinator of American Broadcasting for United Nations Radio. Her telephone is a link with 48 states, and she has traveled over 250,000 miles on her jobs during the last ten years. As Coordinator of Listener Activity for the NAB, she brought radio listener and broadcaster into closer working relationship; founded the Association of Women Broadcasters which now numbers 2,000 women on 500 stations in 350 cities. Her best public relations principle, she says, is this: "Honest business dealings between peoples of the world is one way to develop world friendship."

Personnel training and group work were springboards into public relations for Mrs. Charlotte Browne-Mayers, in charge of Education work for Standard Oil Company (New Jersey), and noted for her discussion group techniques which bring businessmen together with representatives of the clergy, labor, education, to break down barriers to understanding. Her B.A. degree came from Boston University. Then followed work at Boston University School of Theology and the Modern School of Applied Arts, YWCA program director, business

school promotion, styling for a department store college shop. "A wide variety of experience can be utilized in public relations," she points out.

Youth activities naturally attract women, and Elizabeth McStea, public relations director for Camp Fire Girls, is young enough to pass on some specific ideas about training for such a job to the college girl. "Hold a part time job while in college, take a different job in a different field each summer. Learn what makes people tick, learn to sell, wait on table in a summer hotel to polish up on self-discipline, courtesy, courage. Take graduate courses at night after you are on a job."

Mrs. Sydney Boyd, public relations director for The Gunnery, a college preparatory school for boys, is first to remind the college girl: "Remember to be a woman, while doing a man's job in a man's world. Remember, heavy hangs the head that wears a crown. Be sure you want the crown and be sure

you are able to wear it with grace, understanding, kindness and humility. Always have two jobs—one paid, and one unpaid that helps someone or some organization in your community." Mrs. Boyd's jobs have ranged from community relations at Sperry Gyroscope war plant to public relations director for New York's Memorial Hospital Center For Cancer.

Counsel Helen Cornelius studied for opera and concert, became a newspaper reporter, magazine editor, advertising, promotion and publicity writer, chiefly in fashions, home furnishings and the arts. She bases her commercial public relations work on this premise: "If you have something good to 'sell,' sell it with honest conviction based on how much good it will do the other fellow. This either arouses his interest, changes his misconception of it, or awakens him to new possibilities in an old friend—from that point he just naturally wants to get better acquainted with it."

Linda Donalson Drew of Visual Enterprises, Inc., works with the tools of public relations—company and industry histories, printed booklets and other visual presentations. She started out doing welfare work in Georgia, became Executive Sec'y. of New York's Town Hall Club, then director of the National Advisory Council of Junior Achievement, Inc., an organization sponsored by nationally known corporations and individuals for the purpose of teaching teen-agers American business principles through active participation in small companies of their own.

Hulda Kloenne, educational director of the Public Health Committee of the Paper Cup and Container Institute, came from social work to publicity by way of writing in the social work field. Her specific area is service to educators, and it is in this field—the interpretation

(Continued on page 16)



UNations
Dorothy Lewis, Coordinator of U. S. Station Relations, United Nations.

Radio engineers speak up

*Competing publicity men in the industry
combine efforts to help Institute of Radio Engineers*

By Harry E. Fry

Advertising-Publicity Manager

North American Philips Company, Inc.

SINCE THE WAR, the Institute of Radio Engineers, a non-profit professional organization, has experienced a gratifying three-way growth—(1) in membership, (2) in national importance and (3) in attendance at its annual technical Convention. Much of this is due to sturdy growth factors within the Institute. World War II, with its heavy emphasis on electronic developments also greatly accelerated growth.

The Institute was started in 1912 and soon began issuing its own technical publication, *Proceedings of the Institute of Radio Engineers*. Convention time 1951 found the Institute meeting for its 40th year with a world-wide membership of 29,000 and sponsoring a trade show covering three floors at the Grand Central Palace, New York, with civilian and military equipment valued at over \$7,000,000.

Annual stimulation of convention attendance and interest has been rendered since 1947 by a volunteer task force of working publicity men within the radio-electronic industry.

These men represent such leading manufacturers as Federal Telephone and Radio Corporation, General Electric Company, National Union Radio Corporation, North American Philips Company, Inc., Philco Corporation, Radio Corporation of America, Sylvania Electric Products, Inc., Western Electric Company, Western Union Telegraph Company and Westinghouse Electric Corporation. Technical publications include *Broadcasting Magazine*, *Electronics*, *Tele-Tech* and *TV Engineering*. One advertising agency, Cecil and Presbrey, is represented, along with the *New York Times*, the Institute of Radio Engineers and the National Electrical Manufacturers Association.

The spirit of helpful cooperation existing in the Publicity Committee goes all the way to the top, for the five corporate officers and directors of the Institute are also competitors in business, but give voluntarily of their time to managing the Institute's affairs.

Publicity Committee active

The Publicity Committee working under the direction of the Convention Committee, offers suggestions as to principal banquet and luncheon speakers, conducts the press party, briefs for the

press the newest electronic developments displayed at the exhibit, runs daily press conferences and does the dozen and one things necessary to achieve its twin aims of more publicity for the Institute, and greater attendance at the convention.

Its straight publicity work falls naturally into two sections: for (1) the technical press and (2) the non-technical press. Relations with the technical press are naturally excellent, for these trained editors are easily able to understand and evaluate the many technical papers presented.

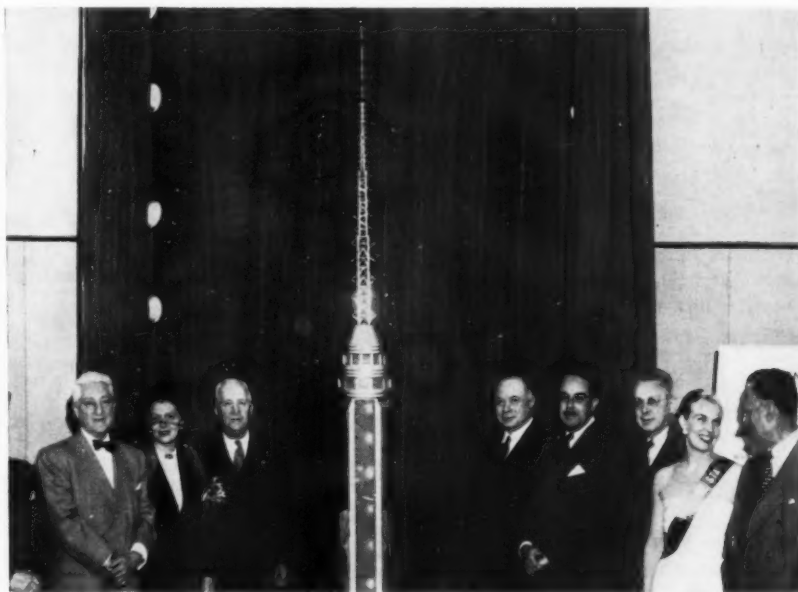
Abstracts of the papers are presented to the technical editors at a pre-view conference. By agreeing among themselves which papers they will use in their publication, needless duplication is avoided and a much greater number of papers can be covered for the benefit of readers of these publications.

Special techniques used

Getting and holding the interest of non-technical editors called for the adoption of special techniques which have proven increasingly successful year after year.

E. K. Gannett, Technical Editor of *Proceedings of the Institute of Radio Engineers*, serves as the Chairman of the

(Continued on page 12)



A 14-foot scale model of the new Empire State multiple TV antenna was unveiled at the 1951 Annual Convention of the Institute of Radio Engineers. Among those present were (left to right): Comdr. M. W. Loewi, Director of the Du Mont TV Network; Frieda Hennock, FCC Commissioner; Lt. Gen. Hugh Drum, President, Empire State Building, Inc.; Brig. Gen. David Sarnoff, Chairman of the Board, RCA; P. B. Stephens, Business Manager, N. Y. Daily News; E. M. Webster, FCC Commissioner; Kay Burke, "Miss Empire State"; E. J. Noble, Chairman of the Board, American Broadcasting Co.

Plugging up the holes

du Pont Company develops check list for measuring and analyzing proposed projects

By Glen Perry

Assistant Director of Public Relations
E. I. du Pont de Nemours & Company

A PROJECT to which we in the Public Relations Department of du Pont attached considerable importance was blocked one day by the objection raised by another department. The objection was completely unexpected—rather like stepping on the tines of a rake, and having the handle crack you between the eyes. It was unexpected because we had studied the situation rather thoroughly, and had found no logical cause for objection.

Yet there it was, and a little exploration quickly revealed the reason. Through inadvertence, the objecting department had not been consulted in the preliminary stage. Actually, it had no quarrel either with what was planned or the way in which it was proposed to implement it. The purpose of the objection was to remind us that they should have been consulted, a point of which we were well aware.

The fact was that the job of checking with that particular department on this particular project had fallen between two chairs. An explanation to that effect resulted in the withdrawal of the objection, some amicable kidding back and forth, and things went along as planned. No harm was done, and as it turned out, something was accomplished, for the incident made us sufficiently conscious of the importance of not overlooking details so that we decided to do something about it.

As we looked at this problem, we found that our thinking on the subject was spreading out. Why, we asked ourselves, wouldn't it be a good idea to develop a method of analyzing a project so that we'd not only tie up the loose ends that had on occasion proved annoying, but also determine whether the project was worth tackling, whether we knew what we wanted it to accomplish,

and whether we had a reasonable chance of reaching the objective if things worked right?

It seemed to us that there were certain questions to be raised that were pretty standardized. Why not get them down on paper, so that we could measure a project, find out what objections might be raised, and in general convince ourselves that we had something worth while before trying to convince others?

Our experience had been that without some sort of a check list even a point of some importance could be overlooked and left uncovered. Since there are

enough "built-in" difficulties in setting up and carrying through a project, without having to handle those for which there is no excuse, we decided to develop a formula.

We called it the Public Relations Project Analysis Formula. One section of it we lifted bodily from the late General Hugh Johnson. The remainder we developed ourselves. When it was finished, it consisted of three sections, adding up to twelve questions. It has been our experience that if the answers to those questions result in a pretty strong balance on the plus side, we can go ahead with a good degree of confidence.

As the reader will see, there isn't any magic in the questions of which the formula is composed. They are not in the least esoteric. There isn't one that public relations people don't ask themselves every day. The advantage of the formula to us is that it gets all those preliminary routine questions down on paper in one place so we won't slip up on them. Thus, like any formula, it's a short-cut, a trouble-saver and time-saver.

Since the Formula should speak for itself, I present it without further comment except to say that it seems to work, and that should anyone else care to make it the take-off point for an analysis formula aimed at the same objective, we should be flattered and pleased. ♦♦

Public Relations Project Analysis Formula

Section A

1. What is the objective this project is designed to gain or approach?
 - A. Is the objective sound and desirable?
2. If the project succeeds, will it reach or approach the objective?
 - A. Are there collateral advantages?
3. Is the project feasible?
 - A. Is it reasonable to expect it to succeed?
 - B. Can it be done with existing personnel?
 - C. Does it involve cooperation outside the department?
4. Are there disadvantages to the project?
 - A. Is it counter to sound public relations policy?
 - B. Is it counter to company policy?
 - C. Is the expense too high in relation to possible gain?
 - D. Can it embarrass top management?
sales?
production?
research?
5. How much will it cost?

A. Where is the money coming from?

6. In what ways can the project fail?
 - A. What are the foreseeable difficulties?
7. What are the penalties of failure?
 - A. Will it embarrass the company if it fails?
 - B. Will it embarrass the department if it fails?

The answers to these questions should add up to the answer to the first question in

Section B

1. Why do it at all? Is it worth attempting?
2. Why do it now? Is there any reason for moving fast?
3. Why do it this way? Are there other methods of approach that promise more? If it passes all these tests, there are two more questions in

Section C

1. Who, if anybody, outside the department must approve the project?
2. Who, if anybody, outside the department must be informed?



Second prize winner—"Terror in the Night"



Third prize winner—"Childhood Dream Come True"

Fire foto of the year contest

National Fire Protection Association encourages better fire photography by holding national contest

By Melvin R. Freeman

Public Relations Manager
National Fire Protection Association

GETTING A NEW national photo contest "off the ground" in this day of myriad photo contests is a challenge but in the first *Fire Foto of the Year* contest it was particularly difficult because it was limited to working press photogs who are notoriously poor "contest enterers."

When the National Fire Protection Association, world-wide non-profit fire-control group, decided to encourage better fire photography by having such a contest they fully realized that it was a problem of rapid acceptance so that they would have a good photo selection to judge. The NFPA approached the National Press Photographers Association to co-sponsor the contest because their membership would form an initial tailor-made group to enter. Although NPPA had never before joined with any group in sponsoring a contest, they broke this tradition by voting at their annual meeting to do so.

Working with Joseph Costa, King Features Photo Supervisor and NPPA Board Chairman, we set up a quick plan of

action because we only had then (September 1950) about four months to garner the year's best fire photographs of 1950. We prepared entry rules and placed half-page advertisements in the *National Press Photographer*, which is the official organ of NPPA. These advertisements "doubled in brass" because we made them available in reprint form for follow-up mailings to all members of NPPA and to about everyone we thought would be interested and qualified to enter.



Rodman Photo Studio

Manager of the Public Relations Department of the National Fire Protection Association, Melvin R. Freeman worked on New England papers and news services for ten years before coming to the NFPA in 1940. In 1947 he was named to the Committee on Organized Support of President Truman's Fire Prevention Conference. Secretary of both the NFPA PR Committee and Fire Prevention and Clean-up Campaign Committee, he is also a member of the Public Relations Society of America and the Governing Board of the Association of Municipal Public Relations Officers.

Periodic news releases were sent to wire services, syndicates, photo columnists and photographic magazines. NFPA publications were used to call the attention of our membership so that they might "tip us off" to good entry possibilities and alert their own local cameramen to enter. Special instructions were given to the NFPA Department of Fire Record, to notify NFPA Public Relations about any particularly good fire picture they might clip from the nation's newspapers they daily clip. Public Relations would follow up these tips by suggesting to the photog in question that he enter this or any other fire picture he might have.

We've found that to get the essential nucleus and momentum for a specialized contest of this kind that you've got to do a lot of this personal cultivation especially among the busy news cameramen.

Although the *Fire Foto of the Year* contest had in reality been going only about four months we had several hundred pictures to judge when the contest ended Dec. 31. The judging was held in February at a dinner meeting at the

Hotel Pierre in New York City. The distinguished panel included: Harold Blumenfeld, Editor, *Acme Newspictures*; Joseph Costa, *King Features* and NPPA Board Chairman; William C. Eckenberg, *New York Times*; Melvin R. Freeman, NFPA Public Relations Manager and Sid Mautner, Executive Editor, *International News Photos*.

Winners of the contest were announced at the NFPA 55th Annual Meeting in Detroit May 7. About 150 of the best entries were displayed in the convention lobby. A full release with copies of the three winning photographs were mailed to 191 newspapers, photo sections, photographic column editors, photo fan magazines, news services, press photographer publications and general magazines. A special news story was sent to a selected group of magazines (insurance, building, etc.) that would be particularly interested in a fire contest.

There was an immediate wide coverage pick-up. UP and AP sent 5-para-

graph stories over the national wire; Western Newspaper Union sent picture stories to their 4,000 papers; *Acme* and *International News Photos* requested picture layouts; magazine editors used winning pictures for cover; such photographic magazines as *American Photography* used two-page spreads; rotogravure editors worked pictures into Sunday magazines; *Popular Science* is using the contest as a basis for a feature on fire photography.

It was not possible for the winners to come to Detroit to accept their \$375 in prize money and certificates but we sent them their checks and attractively-framed award certificates. As a special feature duplicates of the Awards of Merit were presented to the winning photographer's employer for suitable ceremony at the plant and for eventual addition to the publisher's trophy room.

We were greatly impressed with the results of this contest. It will encourage better fire photography and serve as

some testimonial to the press photographer who risks his life every time he covers a fire. The NFPA is probably the largest purchaser of fire photographs in the world and it will uncover new photo sources for our own publications, which will add to the photogs' income because we purchased a high percentage of picture entries at standard rates. In fact the NFPA was so enthusiastic about the calibre of the entries received that they have now published a selection of the best pictures in a spiral bound publication so that when people write in to the NFPA for pictures, as many do in a year's time, we can refer them to these contest entries and advise them to contact the photog in question for the pictures in which they are interested. This collection of pictures, which we have made available at nominal cost, makes the job of our photo researchers easier, gives the NFPA a chance for better service in the interests of fire control, and opens up new recognition and income source for the press photographer. • •

Radio engineers

(Continued from page 9)

Publicity Committee. Considerably in advance of the Annual Convention held in March, he sends a questionnaire to those who have submitted technical papers. The reply is intended as a guide to the special group which writes a daily general release for each day of the convention. It pins the author down to answering questions about the general news value of his paper, whether it represents a new development or practice, whether it will further the radio-electronic art, or whether it has definite public, industrial or military significance. The author is also asked to tell something about himself, enclose photographs of any apparatus he will describe, give his professional or business affiliations and other general information helpful in evaluating the paper's news value for the general public.

At the 1951 Convention, papers were being presented over a four-day period in six rooms in three different locations throughout New York City, so the job of picking out those which had some popular general appeal was not an easy one. For that reason, the daily releases prepared by the Committee were exceedingly useful to newspapers, wire services and general publications in spotting items which would be of interest to their readers. This also led to re-

quests for interviews with authors of some of the papers, which the Committee helped to arrange for the press.

On the basis of publicity clippings already received, Convention news stories for 1951 exceeded in number those obtained the previous year. The 1951 Convention was covered by Science Service, AP, UP and INS as well as by reporters for individual papers. In 1950 only two services covered the Convention.

Both in quantity and quality, publicity results for 1951 were considered the best yet obtained. What such publicity does for the Institute was well summed up by I. S. Coggeshall, General Traffic Manager of Western Union's Overseas Communications, and Institute President for 1951, who said: "The publicity generated by the Institute of Radio Engineers concerning its national conventions serves to bring to the attention of the radio-electronic field and to the general public the existence, objectives and activities of the Institute. As a result, the IRE, in contributing to the advancement of the profession it serves, finds an informed and cooperative industry and an enlightened public—factors which enhance the stature of the Institute, the prestige of its members, and the success of its work."

On a very practical front, that of increasing Convention attendance, the Publicity Committee has been a factor in building this steady rise:

1946 — 7,200	1948 — 14,459
1947 — 12,043	1949 — 15,710
1950 — 17,689	

For 1951, our opening story for the Sunday before the Convention estimated, with true engineering caution, a total attendance of 18,000. What a pleasure it was, therefore, for the Committee to be able to write this lead for its round-up story after the Convention:

"The 1951 IRE National Convention became the largest meeting ever held in a single field of engineering or science when over 23,000 radio engineers and scientists from the United States and 30 foreign countries gathered . . . to witness a comprehensive program of 210 technical papers and 280 exhibits."

The personnel of the Committee naturally changes from year to year. The following made up the 1951 group: E. K. Gannett, Chairman, Institute of Radio Engineers; Lewis Winner, Vice-Chairman, Television Engineering; H. J. Battison, *Tele-Tech*; W. C. Copp, *Proceedings of I. R. E.*; Harry E. Fry, North American Philips Co.; T. R. Kennedy, Jr., *New York Times*; H. C. Likel, Western Union; Ted Lucas, Philco; William MacDonald, *Electronics*; Bruce Robertson, *Broadcasting Magazine*; Crump Smith, Federal Telegraph and Radio; E. C. Thompson, Cecil and Presbrey; Vincent Ulrich, National Union. • •

PR QUESTION OF THE MONTH—

“What is the greatest obstacle in the path to greater acceptance of public relations by business and industry?”

THE PEOPLE in public relations today—the “many firms and individuals” who “have attached themselves to public relations without performing the duties, without accepting responsibilities”—constitute one of the greatest stumbling blocks in the path to greater acceptance of public relations, according to a majority of the September PRSA panel.

Close runner-up as prime obstacle was management’s “ignorance of the functions of public relations”—also cited as a factor by a majority.

The panel’s response raises the chicken and egg question: *Which came first?* Management misunderstanding which has permitted anyone to be accepted as a public relations practitioner, or, the influx of unqualified people into the field through whose varied publicity-promotion-press agency activities management has come to judge public relations?

Apparently, it is difficult to choose between cause and effect. For, 87 percent, or 34 of the 39 responses, cited either one or both of these factors as principal bottlenecks.

One prominent pioneer practitioner perhaps explains the confusion when he cites “the rapid growth of public relations” as the primary cause. He continues: “For, as we well know, where there is easy big growth there is rarely any great degree of soundness of structure or any considerable measure of understanding on the part of the beneficiaries.”

Many members directly, or by the tone of their comments, indicated strong feelings that something must be done. More than a third thus suggested that public relations people have failed to sell management properly—urging that they unite in tackling the problem and practice what they preach.

To do the job, one suggested:

“Greater coordinated efforts to educate the *right* people should be instituted by the PRSA, and independent practitioners and workers in the profes-

Unqualified practitioners	22
Management ignorance of what PR is, how it works	20
Failure to apply PR methods in creating an understanding	14
Confusion between PR and publicity and press agency	11
Difficulty in demonstrating intangible values of PR	7
Need of PR people to function at higher management levels	6
Management apathy to social and economic responsibilities	3
Management belief: Live right and good PR will take care of itself	3

sion should follow suit.”

Another says:

“The Society in its professional standards operations, is pointing the way. Apathy may impede our progress. We need intelligent interest in the work of this committee.”

A review of the panel’s expressions indicates the belief that most of the obstacles shown in the accompanying tabulation would be offset by an organized educational effort.

What is wrong with the people in public relations today? Statements of the panel were strongly positive, as these excerpts show:

“Inept performances of some members of the profession” which “lead the press and the public alike to feel that public relations is a nice, four-flushing racket with easy ethics.”

Each month *Journal* editors ask 100 different PRSA members their views on a question which has public relations significance. Replies are analyzed by a member of the *Journal* Editorial Committee—this month’s question being summarized by Richard A. Strickland, Vice President, Gartley & Associates, Inc., New York City. Readers are invited to submit questions of interest for such treatment.

“Shoddy methods on the part of a minority of PR practitioners.”

“High-hat vagueness and/or overselling.”

“Too many PR men who are glib talkers, but poor producers, and who have made business and industry feel that public relations is a synonym for unrealistic double-talk.”

“...unprincipled press agents and hatchet men who dub themselves PR counselors.”

“... the press agents and advertising men who have jumped on board the PR wagon for an easy ride. For a fat fee all they offer is publicity and/or institutional ads.”

“... the mountebanks who prowl about in public relations clothing... a menace.”

“So-called PR people who misrepresent and mishandle their services.”

One participant, vice president of a sizeable industrial company, supported his statements, quoted in the opening paragraph of this article, by submitting a recent service bulletin of the Better Business Bureau. Its five pages describe the activities of a New Jersey firm which has set up a fashion institute to give gold medal awards. The report uncovers misleading aspects of the promotion and documents its assertion that the awards are really sponsored by the “public relations firm for the dual purpose of building prestige for itself and cultivating the recipients as potential clients.”

Shortcomings in public relations performance were the obstacles cited in the following comments:

“... the number of free lance publicists and small organizations which do not have the training in fundamentals, and particularly the background of experience to create or execute a comprehensive public relations program, but who nevertheless list themselves as public relations practitioners.”

“Failure of PR men to study and un-

derstand the problems of the people they represent. The result is a lot of half-baked ideas which alienate the practical men who are asked to consider them."

How these conditions create management misunderstanding is covered by another:

"The biggest obstacle I run into is the conception of PR by a prospective client who has been 'burned' by a poor PR job done previously for him or because he had paid substantial money and received little in return. I also think we must guard against *overselling* PR. Too often an organization is 'sold the moon' on a PR program and when the expected results do not materialize, it is soured on PR. In other words, I don't think the obstacles lie outside the profession—it is up to us."

A number of panel members, however, did cite obstacles on the management side of the ledger. Here are three of them:

"Many of the smaller businesses of course do not realize, or at least do not admit the need for PR efforts. In many of the larger ones, management is reluctant to subject policy determination to PR considerations."

"Business and industry believe, in general, that if a good job is done, PR takes care of itself. In other words, they believe that good returns on investments and good relations with employees represent PR in the highest sense."

"... the belief that anybody can be a public relations man. The business executive thinks he knows as much about it as the specialist."

The confusion between public rela-

tions and publicity is decried by many. This statement is typical:

"To many people, public relations is the cultural descendant of circus press-agentry and as such is evaluated in terms of attracting attention. Even where it is accepted, its potentialities are often unrealized, because the public relations department happened to be an outgrowth of advertising or sales promotion."

Several proposed that public relations must increasingly demonstrate its ability to be a broad scale function of top management, particularly in executive conferences and board meetings. Some suggested that practitioners must rub shoulders more regularly with top management if they are to be considered as business equals. Others emphasized that public relations must be sold as a top management tool.

One comment in this vein reads:

"Unlike advertising and sales promotion, public relations has not yet been able to translate adequately into mutually understood terms its long range effect on social values and eventual dollar profits. In a time when business is ruled by year-to-year balance sheets, it has been difficult for public relations men to prove conclusively to management that a good public relations program is economically sound."

Still another blamed "the very intangible nature of the work." He suggested that "our efforts do not result in a measurable increase in production, or greater sales or lower costs." From their comments, some members, however, presumably would disagree with the latter part of the statement.

The gap between materialism and the

recognition of social and economic responsibilities also came in for comment. All decried it. One suggested that "the practice of dividing into segments the job of managing American industries" is the reason why management does not see the importance of public relations and how it can influence opinions rather than just gather and disseminate the facts about industry and our business system.

Unfortunately, space does not permit quoting but a cross-section of the comments. They make interesting reading. More than that they give evidence that almost all of the panel members are keenly aware of the problem and have some of the answers. If the panel is truly representative surely we can expect sound progress in the future.

An executive of a well-known mid-west public relations-minded company sums it up very effectively:

"It could be that we public relations people aren't doing a good job of convincing general management that we can make effective use of our tools."

"No public relations program is effective unless it has the complete and enthusiastic support of the administrative group of any company. It isn't possible to continually whitewash the misdeeds of a company. The company must be sound to start with—the management must *want* to be right—and must then be willing to place the responsibility for interpreting it to its publics in the hands of *capable and sincere* public relations people."

"Perhaps the truth is that 'if the pupil hasn't learned, he hasn't been taught.' Our job is to sell the value of sound public relations practices—and then to practice them." ● ●

Are you a good neighbor?

If you're wondering how your community relations program compares with other industries, here are highlights of Caterpillar Tractor Co.'s activities during the past year to use as a yardstick.

As a neighbor to 250,000 persons in a 50-mile radius of Peoria, Ill., "Mr. Caterpillar":

- (1) was host to 10,349 visitors who toured his plant,
- (2) contributed to 49 health, welfare, educational, cultural, business education, and research organizations,
- (3) provided 719 films for 55,276 people and made available over 200 Caterpillar employees for talks to luncheon clubs, men's clubs; and other groups,
- (4) participated in a variety of community-wide pro-

grams built around farm youth, fall festivals, forums on freedom, and such programs as Education-Business Day,

(5) kept opinion molders and the general public informed about company activities through direct mail, truck-side cards, and advertising in programs, year books, and newspapers.

In addition to monetary contributions, Caterpillar completed 28 earth-moving jobs for churches, parks, playgrounds, Boy and Girl scout camps, and other community projects—all free of charge. The company also gave to deserving community organizations such miscellaneous items as scrap lumber, filing cabinets, salvage wire, a rebuilt transformer, and wooden lockers.

Training for PR

"In considering formal education for a PR career it is in order to determine what values a PR counselor can most appropriately bring to management's discussion of basic policies and programs."

By William H. Baldwin

Baldwin and Mermey

THIS IS A BRIEF for the reorientation of PR's own public relations policy and promotional program. The basing point for such reorientation is the premise that there presently is undue emphasis on seeking recognition for PR from Schools of Journalism. The proposed new direction for any tie-up with colleges and universities is away from such implied dependence on journalism and into the broad field of political science.

Oversimplification is vulnerable to distortion. With this admission, it is submitted that the attachment of formal education for PR to that for journalism is as inappropriate as would be the establishment in schools for barbers of chairs in surgery, merely because barbers were the first to practice surgery. In making this point, there is definitely no thought either of high-hatting the newspaper profession, which is quite able to stand on its own feet, or of belittling journalism as a special field for college preparation. The writer is proud to be a member of The Society of The Silurians*, and he was appointed last year an adjunct professor at New York University, where he gave the basic course on "Principles of Public Relations" in its Department of Journalism.

Too close identification of PR with journalism (which, after all, provides only one of the modern media of communication) overlooks the basic function of public relations counseling and ties its practitioners to measurement of their performance in terms of clippings. Exposition and persuasion are most certainly functions of PR; as such, they are proper subjects for education and training in the techniques not only of daily and weekly reporting but also of radio, television and motion pictures, as well as of the almost limitless field of mass, class and specialized periodicals. But re-

striction of the PR function to this field, just because most of the present generation of public relations counselors have newspaper experience in their backgrounds, puts PR in the position of being "typed" and appraised too much in terms of a Singing Messenger Boy service. The top counselors have escaped from this uniform through their individual efforts; but no group can hope for a proper status in the scheme of things, if loss of identification with the group is a prerequisite of individual recognition and success.

This escape from a purely expository role is not to some lofty level of ephemeral theorizing. It is down to the tough and rugged level of determining, in the light of the forces currently loose in the body politic, what policies and programs specific industries and corporate units within industries can and should adopt in their best interests, whether short-term or for the long pull. And such escape is successful where the PR counselor is recognized and accepted as a participant with other elements of management in such determinations. Once policy and program have been set, he may or may not be personally charged with their exposition to the general or specific public at interest. That will depend on the informational set-up of the organization for or with which he is working. But, in any event, such serv-

ice would be supplementary to his first and primary function in having brought specialized information, judgment and perspective to the original formulation of the policy and its supporting program.

In considering formal education for a PR career it therefore is in order to determine what values a public relations counselor can most appropriately bring to management's discussion of basic policies and programs. A background in publicity—particularly as to the relative merits of various media in reaching specific publics, and as to the limitations as well as opportunities in the use of such media—is obviously all to the good; and education toward such background comes within the curriculum of a School of Journalism.

But there is another set of values which, with proper training, public relations counselors can provide to management, and thereby strengthen their position in the American economy. A provocative comment, made within the month before the national election in 1948, illuminates this field and is still valid. It is contained in an article on "The Challenge to the Conservatives," which appeared at that time in the Sunday Magazine of the *New York Times*:

"... A successful business man would be shocked at the suggestion that he solve a current production problem with the limited knowledge of engineering that he had when he graduated from M.I.T. He would regard a man as a fuddy-duddy who in 1948 relied on the technical know-how of 1939 or even of 1943. But too often this very individual insists on bringing to questions of public policy the economics he learned as a freshman in the class of '16..."

It is a safe assumption that the author of the above used the word "economics" in its "practical" and "social" implications, as developed in the following excerpts from Webster's definition of the word:



William H. Baldwin started, in June 1926, an office which, since May 1942, has been the firm of Baldwin and Mermey. Educated at Harvard (A.B. '13) and the University of Wisconsin, Baldwin was on the old *New York Evening Post* for three years before World War I. He was one of the original group which developed the National Association of Public Relations Counsel (predecessor PRSA group), and served a term as chairman of its board. Complementing his business career he has been active in interracial relations, Negro education and other civic affairs.

* An association of men who, 25 or more years ago, worked on the staffs of New York City newspapers.

Economics . . . The science that investigates the conditions and laws affecting the production, distribution and consumption of wealth, or the material means of satisfying human desires; political economy . . . A division has been commonly made since Adam Smith's day into a *theoretical* branch, comprising the investigation of the general laws affecting the production, distribution and consumption of wealth, and a *practical* branch showing the application of these laws to the problems of government . . . Writers who deal with wealth chiefly in relation to the condition of the people sometimes designate their subject as **Social Economy** or **Social Economics** . . . (Italics and bold face type as used in the dictionary.)

The chances are reasonably good that the successful business men to whom the contributor to the *Times Magazine* alludes are indeed well behind the times in their study of economics which they still associate with theory rather than with the rugged practical and social manifestations that they experience daily in terms of legislative controls, administrative edicts and the like. But such executives are open to criticism only if they close their minds to change and insist on lashing out at these new developments in terms of an obsolete picture of the economic structure.

On first thought what may be deduced from the above is that management should add to its councils economists from the academic world. In cer-

tain situations this may indeed be sound procedure; but it should be noted that PR runs through the Webster definition of economics. Hence, the public relations counselor would seem to be in general the more effective interpreter to management of the practical and social economics conditioning the conduct of modern business, *provided* the counselor has the background not merely to know his way around in the political sciences but, more importantly, to be automatically alert to their constant impacts on business. In short, he should be prepared to cover this base for management, just as the research director and the tax expert, for example, are covering their bases.

If this concept is accepted as a working basis by leaders in both PR and education, there should be some stimulating developments in university preparation for a career in PR. These should include courses in practical and social economics, which will be designed specifically to reflect the public relations approach; and greater cross-fertilization should be encouraged between the liberal arts on the one hand and the graduate schools in journalism and in business administration on the other. And this broader recognition of PR as a career for which special education should be provided should result in better training for the new generation of counselors. Furthermore, such recognition at the college level would be reflected in a better understanding by present management of the function and value of public relations counseling. • •

Women in PR

(Continued from page 8)

of business through educational channels, that she feels is most highly receptive to women seeking public relations jobs, particularly to those girls with a teaching background. She also emphasizes, for the college girls, the values of apprenticeship under a competent superior.

Independent Counsel Mary Pentland graduated from Northwestern University, organized women's clubs, did consumer research studies, had her own advertising agency in two West Coast cities, then moved into public relations. "Research experience and facility with words are the two most important prerequisites for successful public relations work," she says, "as it demands sound thinking and clear expression of that thinking. Actual experience is the best training, but here women have fewer chances offered them." The typewriter and the shorthand book, she feels, are definitely not short cuts to success in this field. Nevertheless, for women who can get beyond the first few rungs of the ladder, there is opportunity to climb to the top.

Recognition for women's contribution to the field of public relations is borne out by the fact that in the early days of the Public Relations Society of America 3 members of the Committee on Women in Public Relations served on the original National Board of Directors: Mary Pentland, Sallie Bright and Julie Medlock. Today Caroline Hood is serving as a member of the National PRSA Board.

What about pay? "To get a man's salary for doing a man-sized job," says the Committee, "requires the courage to turn down the small salary." To the girl starting her career in public relations only to discover that the client assumes she is the new secretary, the Committee offers a tip: "Dramatize the difference. Get yourself a beautiful hat to wear in the office." As for the mink: "Mink is merely the by-product of success, not an end in itself!" • •



"Since this isn't an air mail letter, would you dictate more slowly?"

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A new use for an old medium—the telephone

University of Illinois College of Dentistry conducts the nation's largest postgraduate "telephone class"

By C. Lincoln Williston

Manager, Office of Public Information
University of Illinois

THE PAST FEW YEARS have been marked by the introduction of many new public relations techniques involving one of our oldest and most reliable media of communication—the telephone.

Public relations practitioners in industry have been very active in this development. Just recently the use of the telephone has been explored in conducting annual meetings and in the promotion of testimonial dinners. Several large firms with an around-the-clock operation are using the telephone for the delivery of recorded messages of general interest to their shift workers.

This activity hasn't passed unnoticed by colleges and universities. In fact, our institutions of higher learning may have aided in stimulating an interest in the telephone by investigating its use in professional education.

Largest "telephone class"

The University of Illinois College of Dentistry has been exploring the educational potentialities of Alexander Graham Bell's invention since 1947. Today, the University conducts the largest postgraduate "telephone class" in the nation. More than 9,000 dentists are registered in the course, "Current Advances in Dentistry," which is offered one evening each month to 246 dental societies in the United States and 12 Societies in Canada. This enrollment represents approximately 13 percent of the practicing dentists in the United States.

The operational techniques of this medium of mass education undoubtedly are of interest to those actively engaged in public relations. Perhaps of equal importance are the public relations activities which have been employed for the purpose of promoting greater under-

standing between the dentist and the public he serves.

Course initiated

The idea of telephone presentation in the field of dental education was conceived in November, 1947, by an alumnus of the University of Illinois, Dr. Saul Levy of Scranton, Pennsylvania. Dr. Levy wanted to enroll in a postgraduate evening course which was being offered by the University on its Chicago campus. He was determined to enroll in it in spite of the fact that it would be impractical to leave his family, close his office, and neglect his practice. He proposed that the lectures be transmitted by telephone to the Pennsylvania city. After the University had indicated its interest in the experiment, Dr. Levy made arrangements for 20 dentists, who would share telephone charges, to hear the series in the Chamber of Commerce building at Scranton. The dentists subsequently heard without interruption the series of lectures, and viewed identical slides which were prepared in Chicago.

The potentialities of this type of instruction were realized immediately, and

the University, after several other preliminary tests, sought to extend it to all interested dentists, regardless of their geographical location. Dean Allan G. Brodie pointed out that the telephone presentation would be especially advantageous to dentists in small communities and rural areas, who were far removed from educational centers. These practitioners do not have frequent opportunities to hear noted men in their profession, enabling them to keep abreast of recent scientific advancements. Dr. Brodie also was aware of the fact that there would be no limit on the number who could enroll. Most professional colleges in the United States have been forced to reject applications for enrollment in many courses because of limited facilities. With the telephone hook-up, the course could be given to an unlimited number. It was on this basis that the University of Illinois sponsored its first nation-wide program in October, 1949.

The mechanics of operation actually are quite simple. They involve attaching microphones to the telephone circuit at the delivery end, and a loud speaker to the telephone circuit at the receiving end, where the dentists gather in a hotel or auditorium. The American Telephone and Telegraph Company competently handles the many engineering details. It prepares and operates a labyrinth of more than 25,000 miles of telephone wires for this program, enough to extend around the world at the equator, and which its traffic engineers have termed the "largest wire circuit in the history of special program transmission service." Since it is important that the quality of the reception be clear, and that there be no interference or interruptions, AT&T assumes all responsibilities. It has obtained splendid results. Even natural hazards, like storms and collisions, have failed to hamper the program. Last winter, only four participating groups missed one program each in five months of operation.



C. Lincoln Williston is Manager of the Office of Public Information, University of Illinois Chicago Professional Colleges. He graduated from the University of Illinois in 1942, receiving the Sigma Delta Chi award as the outstanding graduate of the School of Journalism. During World War II, he was attached to the 20th Air Force (Guam), and was a member of a Combat Intelligence team which selected the targets for the atomic bombing of Japan. Mr. Williston was a member of the editorial staff of the *Champaign-Urbana News-Gazette* prior to joining the University of Illinois faculty in March, 1947.

The panel for each discussion is composed of six prominent dental educators and research scientists. During the 1950-51 program, 23 universities and research institutions were represented. Each dentist pays a registration fee of \$10 for a course of five lectures of two-hours duration, regardless of his geographical location. This fee covers the transmission cost for the telephone operation, as well as the cost of a multi-colored, 90-page manual which serves as the textbook for the course. While the telephone presentation is taking place, dentists in Miami, Fla., and Vancouver, B. C., can view the same scientific illustration.

Numerous public relations techniques have been employed in the administration of the telephone course. The Office of Public Information, in cooperation with the College of Dentistry, has coordinated the public relations activities, including press releases. More than 19,000 parcels of information were mailed during the past year.

Sixteen separate news releases and accompanying mats were mailed periodically to 954 newspapers and radio stations in the 258 participating communities. Copies of these releases also were sent to the secretaries of the registered dental societies.

A significant PR activity

One of the more significant public relations activities was the writing of personal letters to the editors of the newspapers and the secretaries of the dental societies prior to the first program of the year. In these letters, the secretaries were asked to contact the newspapers, to supplement the releases with local information on the meeting, and to invite the editor or a writer to attend the meeting. Newspaper editors, in turn, were asked to get in touch with the secretary of the local dental society for further information, thereby establishing a two-way system of communication.

Most of the societies subsequently invited writers to that meeting. In many communities, it marked the first time a newspaper representative ever had attended a meeting of the local dental society. Obviously, the telephone course and the accompanying news releases have produced greater cooperation and understanding between the newspapers and the participating dental societies. Two specific examples illustrate this result. The secretary of a participating dental society in northern Illinois reported that the course was responsible for promoting good press relations in his community. Several years previously,



Wide World Photos

A panel of dentists rehearses in Chicago for a discussion on the University of Illinois College of Dentistry's telephone extension course, which was transmitted via telephone to 9000 dentists throughout the United States and Canada.

the editor of the newspaper and the officers of the dental society had a serious misunderstanding. Subsequently, dentistry and its local practitioners did not receive a line of print. The telephone course and the news releases served as the link in bringing these two groups together again. Today, the society is receiving excellent cooperation in all of its activities. There is at least one other dramatic result. A secretary in a small Wisconsin town reported that his society never had received any recognition in the community paper. Because the dentists did not advertise, the editor refused to give them any so-called "free publicity" in the news columns. Last year, when the editor received the telephone course releases from Chicago, and a subsequent invitation from the local dental society to attend the meeting, he decided to investigate. He attended that initial meeting, and has given good coverage to the entire lecture series.

In most communities, the news releases from Chicago have been well received. This is particularly true in small towns which previously had reported comparatively few events pertaining to medicine and dentistry. These releases have featured a popular synopsis of the scientific reports by the speakers. They have conveyed information to the general public on the latest discoveries and developments in dentistry. More importantly, the releases have emphasized time and again that the local dentists participating in the course are endeavoring to keep abreast of these theories and techniques, and consequently are prepared to competently care for their patients.

Opportune time

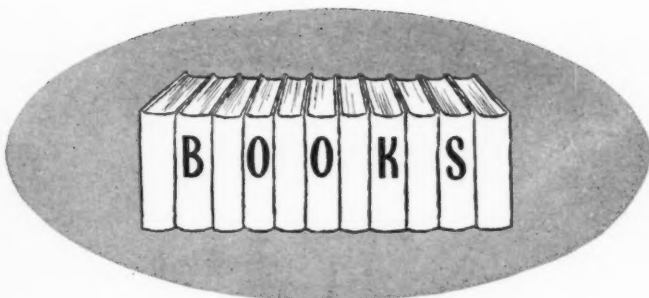
This telephone course and the accompanying public relations activity have emerged at a very opportune time from the standpoint of the dental profession. Like medicine, dentistry and its practitioners have sat back throughout the years and failed to tell their many accomplishments to the general public. As a result, the health professions are fighting campaigns today on such issues as national or social medicine and animal experimentation.

Fortunately, medicine and dentistry have awakened and now are using many media to keep their publics posted on matters pertaining to health. The telephone course has presented dentistry with one of these opportunities for telling its story. And this opportunity, I believe, has not been wasted. • •

White Space at Premium

One column, one inch slips of newsprint, bearing the figures \$3.72, were distributed among "Chicago Sun-Times" editorial department workers as a "teaser" campaign to impress the staff with the value of white space.

The slips represented the cost to the Sun-Times of one column, one inch of white space through all editions of the tabloid, based on the new \$116 a ton price of newsprint.



ECONOMICS OF AMERICAN INDUSTRY

Reviewed by Louis B. Lundborg, Vice President, Bank of America NT & SA

ECONOMICS OF AMERICAN INDUSTRY, by E. B. Alderfer and H. E. Michl. McGraw-Hill Book Co., Inc.; 716 pp. \$5.50.

As the authors note, this is a book for the college classroom. What they have written is essentially a guide to an understanding of the basic structure of America's industrial might. As such, their work should prove useful for the reader who has left the class room far behind and who has no convenient five-foot shelf, or indeed, one-foot shelf dealing with American manufacturing. For the reader whose job it is to bring to the American public the story of American business, the authors have provided a useful review of the historical developments on America's manufacturing front.

In 1942, at a time when American industry was being put to the test as the arsenal of democracy, the first edition of *Economics of American Industry* appeared. Now, with American industry once more being called upon to buttress the free world, the authors offer their readers a completely revised and up-to-date edition, incorporating the great industrial changes which have taken place since Pearl Harbor.

Their book is essentially a cross-section; using an industry approach to their subject, the authors chose the outstanding types of manufacturing and have narrated in detail the tremendous upheaval brought about by the Second World War. For each industry they have gathered the latest data to indicate changes in production capacity and earning power, rates of growth, the shifts in location. Special emphasis is given to the inventive genius of American industry—to the technological advances in leading industries like aluminum, steel, oil, rubber, and chemicals.

Aircraft and shipbuilding, too, come within the survey of American leaders on the industrial front.

As might be expected, most of the book is made up of the details of production and technology. The authors have analyzed the nature of competition within each industry, the pressures that came to the surface during the war years, and the changes brought about by postwar developments. Little of the book, however, is given over to administration within an industry, in particular, or industry, in general. That phase is still to be written by the economic historian.

SUCCESSFUL RADIO AND TELEVISION ADVERTISING

Reviewed by Gerald Lyons, Director of Publicity and Public Relations, Du Mont Television Network.

SUCCESSFUL RADIO AND TELEVISION ADVERTISING, by E. F. Seehafer and J. W. Laemmar. McGraw-Hill Book Co. 544 pp. \$6.50.

Successful Radio and Television Advertising is a comprehensive yet explicit volume that more than lives up to its cover blurb. The work of E. F. Seehafer, Assistant Professor of Advertising at the University of Minnesota, and J. W. Laemmar of the J. Walter Thompson Company's Chicago office, it was written with the advice, counsel and constructive criticism of some one hundred practitioners in both media. The result is a volume which is vastly more than a "text," which the jacket calls it; it can very well become a handbook, highly useful to workers along Madison Avenue.

The authors say that the volume "is written to show how the American businessman, large and small, can successfully utilize the American system of radio and TV as a vital tool of successful selling."

To public relations practitioners that is an excellent summary of its weakness, particularly in this "P. K. (Post-Kefauver)" era, who will regret that the au-

thors have not shown a more realistic appreciation of TV's promise as an urgently-needed communications system in the public service.

This is all the more true since sponsors themselves are rapidly coming to feel that public service programs, such as the Kefauver crime hearings and the MacArthur telecasts, provide excellent vehicles to carry institutional messages.

In fact, the volume may serve as a challenge to PR men—moving them (we might hope) to provide its counterpart and disclose how they are utilizing these effective media as channels of communications.

HOW TO WRITE A SPEECH

Reviewed by Ed Lipscomb, Director of Public Relations, National Cotton Council of America

HOW TO WRITE A SPEECH, by Edward J. Hegarty, McGraw-Hill, 226 pp., \$3.50.

When *How To Write A Speech* arrived I was so busy writing and making speeches that I did not get to read it for six weeks.

That was bad. The speeches would have been better if I had read the book.

Any beginner should thank his lucky stars and Mr. Hegarty for providing him with this direct and simplified approach to speech preparation. Any oldster can profit by it as a checklist, whether he agrees with all its suggestions or not.

As its name implies, the book deals with mechanics of manuscript building. It suggests step-by-step procedure from time of getting down off your mental high horse to checking the script. 18 chapters deal with creation, ten with checking. Each includes a helpful summary.

Mr. Hegarty assumes "that most of the readers of this book are called on to write business talks" (p. 124). The assumption is important, in that a writer who carefully follows instructions may otherwise be surprised to find that his product is more expository than inspirational.

Some readers will disagree with Mr. Hegarty's statement that "anybody" can deliver a speech. Some will maintain that seven-letter words and ten-word sentences in many instances may put too heavy a penalty on euphony and meaning. Some will insist that having something to say, and fervent zeal for saying it, are indispensable to truly successful speaking.

No reader, however, who speaks or hopes to speak, will fail to profit by this "how-to" book on a subject at which every man would like to excel. • •

NEWS IN VIEW



Ted Pobiner

PRSA member Robert LaBlonde was appointed August 1 as Acting Director of the Office of International Information of the Department of State's International Information and Educational Exchange Program. Mr. LaBlonde is on leave of absence from Foote, Cone and Belding International, where he is vice president and director of PR.



Barrett Gallagher

George Link, Jr., of the New York law firm, McKercher & Link, has been retained as legal counsel to the Public Relations Society of America, and presently is working with the Committee on Standards of Professional Practice developing procedure for Code practices. In addition to serving many nationally known companies and trade groups, Mr. Link is counsel to the American Association of Advertising Agencies, Inc.



George C. Reiting, Director of Public Relations, Swift & Company, Chicago, has been named president of PRSA's Chicago Chapter. The midwest chapter, one of the Society's oldest and largest, will act as hosts to the Fourth Annual PRSA Conference, at the Edgewater Beach Hotel, November 18-21. 460 PRSA members have already indicated advance registration interest.



Above: New York Chapter officers, board, and committee representatives pictured at a July luncheon meeting honored past president Joseph L. Barrett who has resigned his office due to ill health. Paul Haase (center, seated), First Vice President, was advanced to the presidency. Shown (l. to r.) seated: Thomas R. Carskadon, newly elected First Vice President; John V. Tharrett, Secretary; Haase; Barrett; Brahma C. Hutchins, Director. Standing: James J. Brennan, Director; J. Raymond Bell, Chairman, Legal Committee; Dudley L. Parsons, Director; Alan Q. Peek, Chairman, Publications & Publicity Committee; Caroline Hood, Director; Robert L. Bliss, Executive Vice President, PRSA, guest; Curtis J. Hoxter, Chairman, Program Committee; Anne L. New, Co-chairman, Advisory Employment Guidance Committee; Martin Dodge, Chairman, Labor-Management Relations Committee; and Jo Hubbard Chamberlain, Director and Co-Chairman, Advisory Employment Guidance Committee. (Story on page 23.)

Below: President H. C. Stuntz (left) of Scarritt College, Nashville, Tenn., gets a few PR pointers from two PRSA members, Charles A. Britton, Jr., Public Relations Director of the Methodist Publishing House, Nashville, and J. Handly Wright, Director of PR, Monsanto Chemical Co., St. Louis. Britton and Wright were among the principal speakers at the eighth annual Institute of Higher Education in Nashville, July 24-26. The Institute, attended by 200 educators of 89 colleges and universities in 28 states, was sponsored by the Methodist Church's General Board of Education, the National Council of Churches in the U. S. A. and Scarritt College.





NEWS SECTION

SEPTEMBER, 1951

PRSA Board meets at Rye September 21

One-day session to hear recommendations for Code enforcement procedure, review year's work of national committees

The regular Fall meeting of the PRSA Board of Directors will be held in a one-day session, September 21, at the Westchester Country Club, Rye, New York. The meeting, which already promises to be one of the heaviest attended, will be attended by chairmen and members of the Society's 11 standing and 2 special committees. As is customary, all PRSA members are invited to attend.

In accordance with administration policy adopted in 1950, the Fall meeting will hear reports on the year's activities of the association's committees; and discuss the recommendations made for action to be taken by the Society's governing body, preparatory to reference to the full membership at the annual business session in Chicago.

Among subjects for discussion will be a review of the new proposed machinery for enforcement of the Code of Ethics for public relations practice. The Code was adopted by the membership at its December 4, 1950 meeting. Attending the discussion, which will be led by Burns W. Lee, Chairman of the Committee on Standards of Professional Practice, will be George Link, Jr., of the New York law firm, McKercher & Link, legal counsel to the Society. It is planned that procedural recommendations will be completed for membership discussion and by-laws amendment action by the Board of Directors at the Annual

Meeting in Chicago, November 18-21.

The Annual Meeting Committee, Conger Reynolds, Chairman, will give a detailed report of the plans for the 1951 conference, which already has indication of record-breaking proportions with 460 members giving advance indication of registration from outside Chicago, and the host chapter adding its own strength—one of the largest of PRSA's 14 chapter bodies.

Much interest has already been manifested in the results of a three-pronged study of public relations operational organization and compensation which has been conducted by the national Research Committee, of which Walter G. Barlow is chairman.

This committee has been making a national survey of the methods of manning presently followed in three important areas of the PR field, with comparable figures relating to rates of pay for various "echelons" of PR work-levels.



Westchester Photo Service

The Westchester Country Club, Rye, New York, where PRSA's Board of Directors will hold its regular Fall meeting in a 1-day session, September 21.

Additionally, annual reports will be heard from the Awards, Development, Education, Eligibility and Nominating Committees; the Public Relations Defense Advisory Board; and the Publications Board, with its two sub-branches, the Editorial and Advertising committees.

Two new special committees, established by the Board of Directors this year, will render reports for the first time.

(Continued on page 29)

Public Relations Society of Mexico organized

A group of leaders in the field of public relations met July 18 at Mexico City to organize the Public Relations Society of Mexico. Federico Sánchez Fogarty, dean of public relations consultants in Mexico and Director of Public Relations for Cemento Tolteca, was selected to head a committee to draw a constitution and by-laws of the new organization. He will be assisted by Francisco Ochoa, Director of PR for American Airlines, Mexico—and proposed drafts will be presented for consideration at the next meeting. Others taking part in the organization of the society are:

Mr. Jo Grossman, Director of Public Relations for Hipódromo de las Amér-

icas; Mr. Andrés J. du Bouchet Jr., Director of Public Relations for General Motors Co. (Mexico); Mr. José Rojas, Director of Public Relations for C M A; Mr. José Patiño, Director of Public Relations for Hotel del Prado; Mr. Jorge C. Prieto, Director of Public Relations for Publicidad Continental; Mr. Samuel A. Montague, Information Attaché of the United States Embassy in Mexico; Mr. Edmundo Lasalle, Director of Public Relations and Mr. Domingo Alessio Robles, Assistant Director, Celanese Mexicana, S. A.

Mr. Sánchez Fogarty, Mr. du Bouchet and Mr. Montague are all members of the Public Relations Society of America.



Andrés du Bouchet, Federico Sánchez Fogarty and Samuel A. Montague, the three Public Relations Society of America members in Mexico City, discuss the organization of the Public Relations Society of Mexico, which will be composed of more than twenty public relations men. The new Society has received help and guidance from PRSA national headquarters.

Mr. du Bouchet is Director of Public Relations for General Motors of Mexico; Mr. Fogarty is Director of Public Relations for Tolteca Cement and, Mr. Montague, Information Attaché of the United States Embassy in Mexico.

Chapter news notes

CHICAGO CHAPTER

The Chapter announces new officers, elected by the new board of directors at its June 19 meeting: President, **George C. Reiting**; 1st Vice President, **Hale Nelson**; 2nd Vice President, **J. J. Gerber**; 3rd Vice President, **Robert P. Carey**; Secretary, **T. Scott Jones**; Treasurer, **James W. Armsey**. Board Members: expiring in 1952—**Joseph E. Fitzgerald**, **J. J. Gerber**, **Charles C. Greene**, **George C. Reiting**, **Dan Thompson**. Expiring in 1953—**Robert P. Carey**, **George M. Crowson**, **T. Scott Jones**, **Hale Nelson**, **Theodore R. Sills**. Expiring in 1954—**James W. Armsey**, **James E. Bulger**, **Charles B. Cory**, **Dale Cox**, **Conger Reynolds**.

HAWAII CHAPTER

At the July meeting of the Chapter at the Honolulu Commercial Club, **William A. Simonds** was named president to suc-



Star-Bulletin

"**William A. Simonds**, the new president of Hawaii Chapter, PRSA, is well-known around Detroit, where for many years he presided over Henry Ford's Greenfield Village, and was editor of *Ford News*. Since moving to the all-year summer climate of Hawaii, he serves as account executive for N. W. Ayer & Son's Honolulu office. In his spare time, 'Bill' instructs a course in Public Relations at the University of Hawaii, and writes books. His last one, *Kamaaina, A Century in Hawaii*, was a history of American Factors, Ltd. He is author of seven published books, including biographies of both Ford and Thomas A. Edison. His home is on the windward side of the island of Oahu, where he has orchids blooming beside the house and papaya and bananas ripening in the back yard."

ceed **Nelson Prather**, who was forced to resign because of pressure of work at the Hawaii Employers Council, involving labor negotiations. **Thomas C. Nickerson** of the University of Hawaii continues as vice president, and **Clarence L. Hodge** of the Chamber of Commerce of Honolulu was chosen secretary-treasurer.

MINNESOTA CHAPTER

Perhaps a Minnesota Chapter "How We Did It—" will be helpful to other PRSA chapters:

Since early in January of this year when the membership of this chapter of PRSA was completely defined and notification had been received regarding the approval of the by-laws of the chapter, the officers had been seeking a way to bring the chapter and its activities to the attention of key management in this area.

Through the office of **Cy Plattes**, Director of Public Services for General Mills, we learned of the new demonstration-presentation "In Our Hands" which had just received its eastern premier a few weeks earlier. This effort of the American Economic Foundation was the result of two years of extensive research and study in presentation techniques covering a very timely and interesting subject. It reflected an expenditure exceeding a quarter of a million dollars as made by Inland Steel Company and Borg-Warner Corporation.

A check with the few people we could find who had seen or knew about the previous showings in New York verified our belief that through the "In Our Hands" presentation we had something that was powerful, unique and valuable; and that it was a vehicle for introducing the interests and objectives of the Twin Cities Chapter of PRSA, and the national objectives of the parent organization.

We did not sponsor the local appearance of the "In Our Hands" presentation demonstration. We did sponsor the presentation of a "new technique in employee education" for what management thought it might be worth, knowing from the previous recommendations of "In Our Hands" that the reaction and appreciation of these key people was loaded in our favor.

We were right. We reaped broad benefits that put our initial chapter effort on a positive basis of recognition. We gained new interest among present and prospective members—and quite important to the American Economic Foundation, we got their program in this area underway to a very good advantage. The latter was due in great measure to the fine cooperation received by the chapter from **George Tamblin**, an executive of the Foundation.

In setting up the meetings at which the "In Our Hands" presentation-demonstration was made we invited the participation and recommendations of the Twin City Training Directors Association and the Northwestern Industrial Editors Association. Recommendations for persons to attend were made also by the regional office of the National Association of Manufacturers. In addition we brought the project to the attention of our chapter PRSA membership and requested suggestions for attendees from them as well.

The Foundation, through Mr. Tamblin, notified us concerning a date for
(Continued on following page)

CHAPTER SECRETARIES

CHICAGO—**SCOTT JONES**, Partner, Gardner & Jones

COLUMBUS—**NEVIN J. RODES**, Public Relations Director, Kelly & Lamb

DETROIT—**WILLIAM A. DURBIN**, PR Director, Burroughs Adding Machine Co.

HAWAII—**CLARENCE L. HODGE**, PR Director, Chamber of Commerce of Honolulu

HOUSTON—**MALORY McDONALD**, Director of PR, Missouri Pacific Lines

LOS ANGELES—**JOHN E. FIELDS**, Dir. of Development, Univ. of Southern Cal.

MINNESOTA—**CYRIL W. PLATTES**, Manager, Department of Public Service, General Mills, Inc.

NEW ENGLAND—**HOWARD S. CURTIS**, Director, News Bureau, Brown University, Providence, R. I.

NEW YORK—**JOHN V. THARRETT**, Community Relations Manager, Bigelow-Sanford Carpet Co.

NORTH TEXAS—**JOHN L. TERRELL**, Manager of Public Relations, Magnolia Petroleum Co., Dallas

ST. LOUIS—**LEMOINE SKINNER, JR.**, Lemoine Skinner, Jr., Public Relations

SAN FRANCISCO—**C. E. CROMPTON**, Shell Oil Company, Inc.

TOLEDO—**JOHN H. BARKER**, PR Director, The Toledo Edison Co.

WASHINGTON, D. C.—**MAURICE O. RYAN**, Manager, American Hotel Association

(Complete addresses are listed in 1951 Public Relations Register.)

Chapter news notes

(Continued from page 22)

the "premier showing" in this area, and our project was under way. In line with the recommendations of the groups mentioned above we invited key management personnel to attend the meeting of their choice in Minneapolis in the *Star-Tribune* auditorium, or in St. Paul at the Athletic Club. Both meetings were luncheon meetings starting promptly at 11:30 A.M., with adjournment guaranteed by 1:45 P.M. The timing of the program in this schedule was exact.

Naturally, and inimitably, President **Erle Savage, Jr.**, put in the essential plugs for PRSA in his opening remarks before turning the meeting over to Mr. Tambllyn.

With more time we could have built a much larger response to the meetings. As it was, we attracted more than sixty members of management to the Minneapolis meeting, with almost an equal number turning out for the St. Paul presentation.

In retrospect, and prospect, the officers of the Minnesota Chapter look upon this first project as a major success. We heartily recommend that other chapters take advantage of the timeliness and excellent materials and techniques included in the "In Our Hands" presentation-demonstration.

This presentation-demonstration is a series of four related films dealing with the freedoms of the American economic system designed to complete four one-hour training periods for all types of plant and business personnel when used in conjunction with the tested presentation program. **Dr. Claude Robinson** hails the technique used as "a marked advance in educational methods." The presentation-demonstration is without economic or political bias. It can be reviewed (as was done at our meetings) in one and one-half hours.

Journal One Year Old In New Dress

With this issue, the JOURNAL rounds out a year in its new dress—the new page size and format having been established with the September 1950 issue.

Also, this issue of the JOURNAL exceeds its usual 32-page makeup—now employing 36 pages. We are growing as a publication, and much credit should be given to our advertisers who have helped make improved production methods possible.

NEW YORK CHAPTER

Paul Haase, Assistant Managing Director of the Controllors Institute of America, was elected President of the chapter July 18, at a meeting of the group's Board of Directors.

Mr. Haase, formerly First Vice-President of the group, was named to succeed **Joseph L. Barrett**, Director of Business Organizations Relations for the Committee For Economic Development, New York, who resigned the presidency June 26 because of ill health.

Thomas R. Carskadon, Chief of the Education Department of the Twentieth Century Fund, was elected as First Vice-President to fill the vacancy left by Haase.

Other officers are:

2nd Vice-President: **Sallie E. Bright**, Executive Director, National Publicity Council for Health and Welfare Services, Inc.; Secretary: **John V. Tharrett**, Community Relations Manager, Bigelow-Sanford Carpet Co.; and Treasurer: **Robert G. Pearson**, Assistant Manager, Public Relations Department, Shell Oil Company.

The July 18 meeting adopted a resolution thanking Mr. Barrett for his active chapter leadership, and it was recalled that under his aegis the chapter had perfected its by-laws; instituted a regular monthly luncheon series; developed a "workshop" plan to provide shirt-sleeve sessions for members on special topics of interest; added a clinic organization to member service features; and stimulated wide interest in chapter activity through establishment of working committees on all phases of PR practice.

One spokesman commented, "When Joe took the presidency, he said he was going to work at it, and make us all work too. He did—and we did, and the results became immediately apparent—and are pushing us on to new goals today."



*They leave earlier...
but stay longer!*

● Getting out the mail is often a tedious and tiring job. A postage meter helps both your mail and your Girl Friday to get away earlier... and adds to her satisfaction in the job.

● With the DM, every small office can have metered mail. This new desk model, little larger than your telephone, is a real postage meter... does away with stamp licking and sticking forever!

● The DM prints postage directly on the envelope, any amount needed, for any kind of mail. Prints a dated postmark at the same time, and a small advertisement, if you like... Holds as much postage as you want to buy, always provides the right postage... prevents loss, damage, "borrowing"... Has a built-in moistener for sealing envelope flaps, supplies postage for parcel post... And keeps its own postage records... Quick, efficient, convenient!

● Ask the nearest Pitney-Bowes office to show you—or send the coupon for free booklet.



PITNEY-BOWES
*Postage
Meter*

Offices in 93 cities in
the U.S. and Canada



PITNEY-BOWES INC.
5287 Pacific St., Stamford, Conn.
Please send free booklet on the DM.

Name _____
Firm _____
Address _____

PEOPLE

(●) indicates PRSA members

William F. Treadwell ● Director of PR and Information, Tea Bureau, Inc., expects his fourth book off the press September 10. He spent more than ten years doing the research for *Fifty Years of American Comedy*. His first book, *Give it to Me Easy*, was a 1944 best seller.

Harold K. Schellenger ● has been named Executive Director of the new Ohio Foundation of Independent Colleges, Columbus. Nineteen of that state's leading colleges, not supported by taxes, have organized a joint-appeal approach to the problem of solving the common need for more funds to meet today's higher operating costs. Mr. Schellenger is president of PRSA's Columbus Chapter.

Milton S. Malakoff ● formerly Director of PR for the Greater Miami Jewish Federation, has been appointed Area Manager, American Financial and Development Corporation for Israel, 1703 Congress Building, Miami 32.

Speaking before the Industrial Association of New York, **Milton M. Enzer ●** Director of PR, The Yale & Towne Manufacturing Company, stated that the industrial publicist is "an unofficial 'leg man' of the press in management." He urged industrial press relations practitioners to "anticipate what the press is entitled and likely to want to know, and give it to editors in sufficient time to enable a publication to give adequate coverage... interesting to its readers."



A. G. Michaelson
Milton M. Enzer

Richard R. Bennett ● has been named Public Relations Director of the Washington office of the National Association of Manufacturers. He was formerly director of the national publicity department, and has been with the NAM since 1946.

Walter Scott Thompson ● C. B. E. one of Canada's best known public relations men has been recalled from retirement to handle press, radio and picture relations for the forthcoming Canadian tour of Princess Elizabeth and the Duke of Edinburgh. Mr. Thompson was with Canadian National Railways for 36 years

until he retired last October. In that time he personally handled Canadian visits of the then Prince of Wales, such other dignitaries as the late David Lloyd George, Earl Baldwin, Queen Marie of Roumania, and more recently, The King and Queen of England, Winston Churchill, Field Marshal Montgomery and many others. He organized the Wartime Information Board in Ottawa, during World War II. He is a member of the PRSA Nominating Committee.

Leonard J. Fletcher ● has been elected a vice president of Caterpillar Tractor Co., Peoria, Ill., according to an announcement by L. B. Neumiller, president. Mr. Fletcher, formerly director of training and community relations, will now assist "in the discharge of the constantly expanding duties that fall on the office of the president." At the same time, **Fred R. Jolly ●** was advanced from assistant director of community relations to manager of the community relations department.



Burkart

Leonard J. Fletcher



Burkart

Fred R. Jolly

John W. Darr ● former head of the Institute of Public Relations, and more recently a partner in Darr & Stitt, both New York PR firms, has joined Selva & Lee (**James P. Selva ●** **Morris M. Lee ●**) in an executive capacity.

Effective September 1, **George Kirksey ●** & Associates will be located at 2244 West Holcombe Boulevard, Houston 25, Texas.

Harshe-Rotman, Inc. (Morris B. Rotman ●) Chicago and New York, has been appointed to handle public relations activities for Mosler Safe Company, New York; and Cappel, MacDonald and Company, Dayton, Ohio, merchandise incentive organization.

Matthew A. Bassity ● former Public Relations Manager of the Grand Union Company, has joined the staff of **L. Richard Guylay ●** & Associates, public relations counselors, 45 Rockefeller Plaza, New York.

Stewart Harral ● Director of Public Relations at the University of Oklahoma for the past 15 years, has resigned that position to accept the newly-created office

of director of public relations studies and professor of journalism, it was announced by Dr. George L. Cross, president.

Package Machinery Company, East Longmeadow, Mass., has received its fifth consecutive "highest merit award" in *Financial World's* annual survey, "for distinguished achievement in industrial journalism" for its annual financial statement publication. **Reginald J. Alden ●** is director of public relations.

Beginning in October, **John L. Fortson ●** Director of Public Relations, National Society for the Prevention of Blindness will give a one-semester evening course at Columbia University on "Institutional Public Relations." (Thursdays, 6:35 P.M.-8:15 P.M.) The course is intended for those interested in promotion, publicity and fund raising of schools, churches, hospitals and other welfare and non-profit organizations.

Fleishman, Hillard & Associates (**Alfred Fleishman ●** **Robert E. Hillard ●**) have announced the removal of their offices from 408 Olive Street to 211 North Fourth Street, St. Louis 2, Missouri.

Witherspoon & Ridings (**Guy P. Witherspoon ●** **Paul O. Ridings ●**) has announced new quarters for its Fort Worth offices at Suite 400, First Life Building, 301 East Fifth Street. At the same time the firm announces establishment of a new San Antonio office. **Ray Neumann ●** has resigned as director of public relations of Southwest Research Institute, San Antonio, to become president and general manager of the new firm, which will be formally known as Witherspoon & Ridings of San Antonio, Inc. Messrs. Witherspoon and Ridings serve as vice presidents.

Edwin R. Leibert ● formerly Director of PR of The Town Hall, Inc., has been named Public Relations Director of the Health Information Foundation, New York, it has been announced by Admiral W. H. P. Blandy, U. S. N. (Retired), President of the Foundation.



Harris & Ewing

Edwin R. Leibert

The organization was established in February 1950 by leaders in the chemical, drug and allied industries to gather and distribute basic information about health, and to stimulate improvement of American health standards.

National Better Business Bureau analyzes Charm Institute

In a service bulletin issued in July, the National Better Business Bureau, Inc., New York, reports on its investigations of the procedures involved in making "Charm Institute Gold Medal Awards," a development sponsored by Max Rogel & Associates of Newark, New Jersey. Awards have been made to firms judged to have the "most charming" products.

Under the report heading, "Public relations firm finances Charm Institute to gain entree to quarters where potential business may be secured," the NBBB does a thorough job of documenting the origin and early development of the promotional effort.

It is reported that in December, 1950, Charm Institute asked a list of editors and commentators to cooperate in selecting America's 10 most charming women for 1950, and that according to the Institute's release, the greatest number of votes as "most charming" included Gussie Moran, Eleanor Roosevelt, Dorothy Shaver, Mary Margaret McBride, and 6 others.

In March of 1951, NBBB reports, inquiries were solicited by the Institute for products judged "most charming" or "contributing most charm to the American way of life." Gold medallions were offered and methods of publicity relating to the award for promotion product (and incidentally Institute promotion) were suggested. A spokesman for the Institute advised NBBB in June that 12 recipients of the 1951 awards included named brands in hosiery, luggage, brassieres, shoes, brushes, etc.

In summation, the NBBB has this to say, as a result of its investigation:

"NBBB has been advised that the award is not contingent upon giving or

promising business to Max Rogel & Associates. There is no restriction however, upon recipients retaining Max Rogel & Associates to publicize and promote the acceptance of the award.

"As of June 14, 1951, eleven firms had been selected for the award. One was a client of Max Rogel & Associates prior to the award. Two recipients had thus far engaged the services of Max Rogel & Associates and a third was considering doing so for a special project."

Recommendation

"It is plain to see from the preceding facts that the 'charm' awards are a device designed primarily to promote the business interest of a public relations firm. Unless disclosed, this fact will not be apparent to the reader of advertising. In the interest of obviating any public misunderstanding of the awards and their significance, as well as in protecting public faith in advertising, it is recommended that if used in national advertising Charm Institute awards be conspicuously identified as and for what they are—namely:

awards sponsored by a public relations firm for the dual purpose of building prestige for itself and cultivating the recipients as potential clients."

PRSA members have been high in their praise of action taken by the National Better Business Bureau in investigating promotions of the type mentioned, and bona fide PR firms, who denounce such practices as harmful to the public understanding of the proper functions of the craft, look hopefully to more searching inquiry of the sort. • •

Welcome to new members

The Executive Committee of the Public Relations Society of America is pleased to announce the following elections to Society membership. (Complete addresses given in "Postings," July-August JOURNAL.)

Active Membership

Orville M. Anderson
Phillip C. Back
Clifton Blackmon
John C. Conover
Edwin F. Gahan
Alfred M. Gertler
F. F. Gregory
Edward B. Higgins
Robert T. James

Stephen E. Korse
Fred D. Learey
Edward Charles Logelin, Jr.
M. B. McDonald
Robert A. Sandberg
Robert W. Sedam
John J. Sheehan
Paul Thixton
Albert L. Walters
Carroll R. West

Associate Membership

Felton H. Gordon
Brenton Grant
Helen Corwith Mauer
Rankin Roberts
James R. Williams



We're Casting

Bread

On the Water

WE would like to send you, from Dimeo time, printed and lithographed pieces we consider good—Mailings, Booklets, Catalogs, Brochures, Folders—things new or unusual in design, typography or color.

GET On Our List! Send us Your Name and Address—No Obligation, no heckling... but someday we hope you will dream up a problem that we can help you solve.



DEMOCRAT PRINTING & LITHOGRAPHING COMPANY

"Designing"

Printers and Lithographers
in the
South and Southwest

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International PR—

Readers will be interested in the evidence of public relations development overseas indicated by these two communications, just received at national headquarters.

July 17, 1951

Under separate cover I am forwarding to you the first volume of my study into the principles and aims, techniques and means of public relations in the United States of America, which is entitled "Werbung um öffentliches Vertrauen—Public Relations—".

The phrase "Werbung um öffentliches Vertrauen" means "a bid for public confidence".

From the bibliography you will note, that I already in 1937 published an article on this subject; this being practically the first one in this country at all.

If you will take a look at the index of names and at the material incorporated in this volume, you will note, that American companies and their executives in charge of public relations have contributed material to a very great extent. This is the chief reason for the great demand for this book over here, because it is the first study of its kind.

I am convinced, that American methods of public relations, if they become known over here, will really contribute to the reconstruction of this country and her social and political welfare.

I would like to ask you to put my book in your library at the disposal of the PRSA-members as a token of thanks for their generous help. If some of them should be willing to send me some recent material to be incorporated into the second volume, please let them have my name and address and convey to them my thanks in anticipation.

In concluding I wish to say, that I am reading your PUBLIC RELATIONS JOURNAL every month with great interest and endeavor.

CARL HUNDHAUSEN

3 Am Tann
Essen-Bredeney (Germany)

(Will members please send pertinent PR material to these overseas PR colleagues.—Editor)

July 24, 1951

That your organization is the finest of its kind in America connected with the study of public relations has been brought to our knowledge by one Mr. Sakata, Chief of Public Information Section, Osaka Provincial Government, who had the opportunity of visiting your society during his sojourn in your country. As one of the largest manufacturers and sellers of electric wires and cables in Japan, we are fully cognizant of the important role of public relation in industrial management.

With a view to intensify and further the study of public relation, we are desirous of making extensive researches by getting all available information regarding the matter. It shall, therefore, be appreciated if you will be good enough to furnish us with literature such as an annual report, etc. on public relation connected with electric wires and cables manufacturer, related industries or any other industries which exemplifies the highly developed standard of industrial management in your country.

For your information and guidance, we are forwarding you some pamphlets concerning the business set-up of our company under separate cover.

We shall be very grateful for your compliance.

M. KANAI

Chief of Stockholders Service Section
Sumitomo Electric Industries, Ltd.
60 Okijima Minamino-Cho, Konohana-Ku
Osaka, Japan

STAFFING A NEW PROGRAM?

Use the JOURNAL's classified section on page 36 for personnel requirements.

OBITUARY

PRSA national headquarters has just received word of the passing, on June 16, 1951, of PRSA member John Swenhardt, Director of Advertising & Public Relations, Atlas Powder Company, Wilmington, Delaware.

PRSA CALENDAR

September 21, 1951—PRSA Board of Directors meeting, Westchester Country Club, Rye, New York.

November 18-21, 1951—PRSA 4th Annual Conference, Edgewater Beach Hotel, Chicago, Illinois.

Can you use these noncommercial films?

50 Subjects,
Including Safety, Science, Industry,
Home Economics, and others.

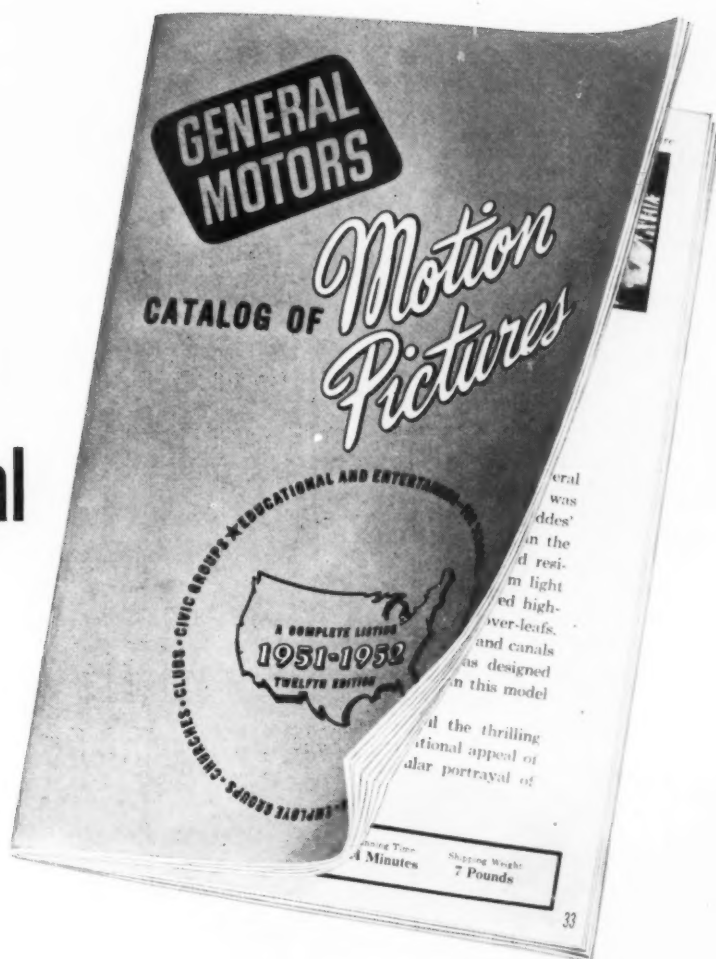
Through the years we've been making films on a wide variety of subjects.

These films are sent without charge (except for shipping) to schools, colleges, churches, clubs, business and civic organizations and, of course, to public relations men.

In 1950 alone, more than 225,000 showings were viewed by nearly 17,000,000 men, women and young people.

They saw subjects ranging from safety to science — from "The ABC of Internal Combustion" to "The Questing Mind."

And, to make the public relations job complete,



we've made these films entertaining as well as instructive, and kept them noncommercial in nature. They are available as 16 mm. sound films only. Perhaps some of them would be helpful in your current projects. If you'd like a complete picture of the General Motors Film Library, write to the Department of Public Relations, General Motors, Detroit 2, Michigan, for the 1951-1952 catalog shown above, which describes and illustrates 50 films. We think you'll be interested in some of the variety of subjects available.

GENERAL MOTORS

Your Key to Greater Value

CHEVROLET • PONTIAC • OLDSMOBILE • BUICK • CADILLAC • BODY BY FISHER • GMC TRUCK & COACH

September, 1951

27

Schoolbooks for Korea

1000 tons of newsprint, valued at slightly more than \$100,000, has been given to the Korean government to make possible the replacement of public school textbooks destroyed by communists in their invasion of Korea. The gift, reportedly one of the largest of its kind ever given a foreign government by a private U. S. organization, was made by the Committee for a Free Asia, Inc., at its San Francisco headquarters.

Dr. George Paik, Korean Minister of Education, who accepted the gift for Syngman Rhee, President of the Republic of Korea, heard Committee Chairman Brayton Wilbur declare that "one of the objectives of the Committee for a Free Asia is the preservation and advancement of the freedom of the human mind... the education of the children of the free nations probably is the most important element in the development of a free and independent society."

PRSA member J. D. Zellerbach is a member of the 5-man executive committee of the donor group. Delivery of the newsprint will be made to the Korean government at Pusan, from supplies available in Japan.

Main line
to
Editors

feature

SEND FOR a copy of FEATURE—America's only publicity medium. It reaches leading U. S. editors with your publicity releases.

CENTRAL FEATURE NEWS INC.
1475 Broadway, New York 18, New York
LO. 4-3123



At newsprint presentation ceremony (l. to r.), Korean school girls; Dr. George Paik, Korean Minister of Education; Brayton Wilbur, Chairman, Committee for a Free Asia.

Committee for a Free Asia, inc.

사단 자유아시아위원회

This textbook is a gift of the American people—presented through the American Committee for a Free Asia to the school children of the Republic of Korea.

The American people firmly believe in human freedom and national independence. Because of this sincere belief they have given the paper for the printing of this and thousands of other school books to the Ministry of Education of the Republic of Korea so that the children of Korea may continue to study in freedom.

이 교과서는 미국사람들이
자유아시아위원회를 거쳐
대한민국 학교어린이들에게
보내는 선물이다.
미국사람은 사람의 자유와
나라의 독립을 굳게
믿는다 그들은 그러한
진실한 믿음을 가져왔음으로
이 책과 수천권의 다른
교과서를 적어내어 한국
의 어린이들노 하여금 자유
로운 공부를 계속하게 하
려고 힘을 대 대한민국 문
교부께 부쳐주는 것이다.

DR. GEORGE PAIK,
MINISTER OF EDUCATION
REPUBLIC OF KOREA

대한민국 문교부장관
백낙준

Inscription to appear in each textbook

Public Relations Journal

Editor's Desk

NOTED IN THE MAIL: *The New London Day* (Conn.) has published a pamphlet, "Help for the Publicity Chairman," an invaluable guide to those who handle publicity for drives, clubs and organizations . . . Standard Oil of California tells its stockholders, employees and customers the story of the discussion of the Pacific Coast Oil Industry Antitrust Suit in a 44-page booklet, "What's it all about?" . . . "About A Neighbor of Yours," an excellent 20-page story of the Utah Copper Division (Kennecott Copper Corp.) describing the industry, the company and its history, with projections for future opportunities . . . National Citizens Commission for the Public Schools, Roy E. Larsen, Chairman, calls attention to first corporate action of its kind, taken by Standard Oil Company (New Jersey) when company's Board of Directors adopted a statement urging employees to take an active role as individual citi-

zens in public school improvement in their communities . . . PR department of Pitney-Bowes, Inc., Stamford postage meter firm, makes its plant safety posters available to other manufacturers who want them, asks no credit line, provides them gratis . . . New Jersey State Chamber of Commerce has published "It's All in the Mind" describing its state-wide speakers bureau program of cooperative action by businessmen and educators to bring facts of American opportunity to college students . . . Delco Products Division, General Motors (Dayton, Ohio), tells employees about its recreation program in an attractive 24-page booklet, "The Time Between" . . . George Kirksey & Associates, Houston PR firm, has prepared a three-minute brochure "about public relations, by a firm looking back over five years," titled "The Virus. The Voice, and Jim Morrison" . . .

PRSA Board meets

(Continued from page 21)

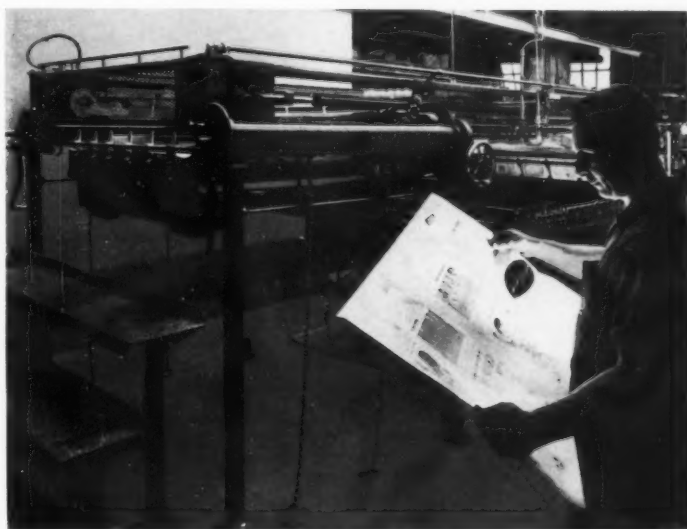
These are the Public Relations Program Committee, of which W. Howard Chase is chairman, the group concerned with developing an information program regarding the Society and the profession; and the Committee for International Public Relations Affairs, which, with Maxwell E. Benson as chairman, is studying relationships of PRSA and American public relations practice with similar organizations and activities abroad.

All members planning to attend the meeting and requiring room reservations are urged to direct their requests to Westchester Country Club, Rye, New York (Attention: PRSA Board Meeting, Mr. Wright). The Club contains twin-bedded double rooms, and facilities include indoor and outdoor swimming pools, two 18-hole golf courses, 16 tennis courts, and beach club facilities 10 minutes away. It is reached by the New York, New Haven & Hartford Railroad, with half-hourly train service from Grand Central Terminal, New York. Taxi service runs from station to Club.

• •

If you like the *Public Relations Journal* in its present format, we believe you will like other work done by its printers, the CHARLES FRANCIS PRESS.

Craftsmen-printers working with the latest of modern equipment assure the crisp, clean effect achieved here. New color presses offer choice of the complete spectrum in accurate register. Service is intelligent.



Possibly of equal interest to you in these hectic times, our EDITORIAL DEVELOPMENT DIVISION is staffed with men of proven public relations' ability ready to supplement your own creative efforts in whatever degree you desire.



CHARLES FRANCIS PRESS, INC.

461 EIGHTH AVENUE AT 34TH STREET, NEW YORK 1, N. Y.

 *Chicago's
Finest...*

**For business
For pleasure**

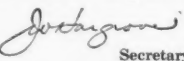


EDGEWATER BEACH HOTEL
5300 BLOCK SHERIDAN ROAD - CHICAGO 40, ILLINOIS
TELEPHONE: LONG BEACH 1-6000

Common and Preferred DIVIDEND NOTICE

Shreveport, La.
August 3, 1951

The Board of Directors of the Company has declared regular quarterly dividends of 25 cents per share on the common stock and \$1.125 per share on the 4.5% convertible preferred stock of the company, both payable on September 1, 1951, to stockholders of record at the close of business August 3, 1951.


Secretary

TEXAS EASTERN
Transmission Corporation

1951 PUBLIC RELATIONS REGISTER

A limited number of extra copies of this current reference work are available to members. \$3.00 each

Public Relations Society of America
525 Lexington Ave., New York 17, N. Y.

Boston University names Board of Visitors for PR School

A cross-section of 14 of the nation's leaders in public relations and related fields has been appointed by President Harold C. Case of Boston University, as a Board of Visitors for Boston University's school of public relations and communications.

The new Board's stated duty is: "To determine, in harmony with University policies, questions of school policy and administration as to objectives, curriculum, faculty, research and services."

Howard M. LeSourd* is dean of the school, and Virgil L. Rankin* is Director of the Division of Public Relations. The Board of Visitors is composed of: James A. Baubie, Public Relations, Chrysler Corporation; Harold Brayman,* Director, Public Relations Department, E. I. du Pont de Nemours & Company; Erwin D. Canham, Editor, *Christian Science Monitor*; Harold E. Fellows, President, National Association of Radio and Television Broadcasters; G. H. Freyermuth,*

Manager, Public Relations Department, Standard Oil Company of New Jersey; Paul Garrett,* Vice-President in Charge of Public Relations, General Motors Corporation; Oscar Hammerstein, II, Theatrical Producer and Librettist; Dudley Harmon, Executive Vice-President, New England Council; John W. Hill,* President, Hill & Knowlton, Inc.; David W. Howe, Publisher, *Burlington Free Press* (Vermont), Past President, American Newspaper Publishers Association; Michael J. McDermott, Special Assistant to the Secretary of State for Press Relations; Raymond W. Miller,* Public Relations Consultant, Washington, D. C.; Earl Newsom, Senior Partner, Earl Newsom and Company; Philip Pearl, Director of Public Relations, American Federation of Labor; Richard Rodgers, Theatrical Producer and Composer.

* Indicates PRSA members

Ten Commandments for College Presidents*

I.

"Thou shalt not be afraid; neither of the alumni, nor of the Board, nor of anything that is in the Heavens above or the Earth beneath or the Waters under the earth—caring neither for a quiet life nor for public praise, but only for sound learning that will destroy the vicious ignorance and prejudice which today darken the minds of our people."

II.

"Thou shalt not make unto thee a graven image of the Chairman of the Board, nor of the Governor of the State, nor shalt thou bow the knee before legislative committees who would limit or destroy that freedom of the mind without which all other freedoms are brutalized."

III.

"Thou shalt not take the name of the Lord in vain, for the Lord will not hold him guiltless that taketh his name in vain; but thou shalt include religion and morals in what is studied and in what is taught."

IV.

"Each semester shalt thou labor—thou, and thy faculty, and thy student body; thou shalt not make a carnival out of the works of the mind."

V.

"Thou shalt not covet a championship football team, nor the largest student body, nor the largest stadium, nor to have the largest number of unused books in your library."

VI.

"Thou shalt not kill the intellectual curiosity of either student or teacher by substituting empty routines for the excitement of learning."

VII.

"Thou shalt not commit 'adultery,' but to thine own institution and its distinctive function thou shalt be true. Thou shalt not tolerate degradation—neither of the faculty nor of the course of study."

VIII.

"Thou shalt not steal thy neighbor's quarterback nor the students that should be his, nor shalt thou take from any source, money to be squandered upon an incompetent staff and wasted for the prestige of your institution."

IX.

"Thou shalt not forswear thyself—not with alumni, nor with donors, nor with the Board; but thou shalt perform thine oaths to lead the faculty in the pursuit of that truth which makes men free."

X.

"Thou shalt honor sound learning and attack shoddiness and pretension that thy name may be remembered in the company of learned men."

*Proposed by Dr. Ernest C. Colwell, former president of the University of Chicago, in the keynote address at the Eighth Annual Institute of Higher Education, July 24, 1951, at Scarritt College, Nashville, Tenn.

A Shamrock Short Story

All about an Anniversary

THE HOUSEMAN was sweeping up a few remaining grains of rice from the carpet of the elevator foyer. That could mean only one thing—a wedding party in the hotel.

We hustled over to the assistant manager-on-duty, a never-failing source of information about such occasions.

"Honeymooners in the house?" we inquired.

"Well, not exactly," replied the a.m. with a smile. "They WERE honeymooners a year ago. Today, they came back to celebrate their first wedding anniversary."



We checked the guest register and quickly recognized the couple—Mr. and Mrs. C. from Oklahoma. Their names brought back pleasant memories of their first visit . . .

★ ★ ★

They were obviously determined that no one should suspect they'd just been married. He was striving hard to be the suave, worldly type, a trifle bored

with it all; she tried to seem the travel-wise sophisticate (and succeeding not even a little bit, we thought at the time). It was a brave try until . . .

He reached in his pocket for his handkerchief and drew with it a miniature Niagara of rice. As the little freshet tumbled to the floor at their feet, she flushed, he stammered, other guests smiled that special way people smile at the bride and groom, and one gentleman (perhaps recalling a certain torment of his own) whistled a few bars of the Wedding March.

The assistant manager, bless him, sized up the situation in a glance and rushed into the breach; he selected a suite for our embarrassed young guests, called for the key and personally hurried them off to their rooms. And to add a touch to the occasion, he promptly sent up flowers and a bottle of wine with his compliments.

During the week that followed, the C's seemed to be about the happiest pair of young folks we ever saw; everyone in the hotel, including the staff, sort of "adopted" them. They were always up early for tennis, or golf, or horseback, then a plunge in the pool . . . a leisurely breakfast on the terrace . . . and so on through a lazy day. Each evening, we found them dancing in the Supper Club.



They were truly a story-book couple, we thought at the time.

"It's been heaven," she told us when they left. "We'll never forget our Shamrock honeymoon as long as we live."

★ ★ ★

We hastened to renew acquaintance with the C's, to congratulate them on

their first anniversary, and to tell them how delighted we were that they'd come back to see us.

"But, didn't you know we'd come back?" she asked with a little surprise. "We've made reservations to come back every year on this day. This way, we can always keep at least this much of the magic of our honeymoon."

★ ★ ★

We don't confess to being especially starry-eyed, but we felt that way as we related this conversation to the assistant manager.

"By the way," we asked him, "who threw the rice when they checked in just now?"

The a.m. gave us a sly look, reached in his pocket, pulled out his handkerchief and let a little trickle of rice fall to the floor.

An Advertisement of The Shamrock, Houston

POSTINGS

The By-Laws of the Society require that applications for membership be posted 30 days before being submitted to the Executive Committee for approval. Members desiring to comment on the following applicants should write the Eligibility Committee, Public Relations Society of America, Inc., 525 Lexington Avenue, New York 17.

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Novel product publicity wrinkle was used by Lever Brothers public relations department in showing their Spry Plant at Edgewater, New Jersey, to New York area food editors.

Aboard the 75-foot launch editors enjoyed refreshments, buffet luncheon, and a trip on the Hudson after the plant visit.

They went through the plant in small groups, guided by technical experts, observing the manufacturing processes of the company's product—a vegetable shortening.

On leaving ship at New York home port across the Hudson, each of the editors received a gift box of brownies prepared by the test kitchen staff plus a product publicity kit—and were dispatched back to their offices by cab. Whole venture consumed less than half a business day.

Public Relations Handbook to be issued

The *Public Relations Handbook*, planned as a handy, elbow-reference compendium of information and available sources, for use of public relations workers, will be distributed to PRSA members for the first time this year, in advance of the Annual Conference.

A development of the Society's Publications Board, who authored the idea, the first edition is being assembled by a staff consisting of Robert L. Bliss, Editor; Laura E. Freed, Associate Editor; Albert Carrière and Richard A. Strickland, Consulting Editors.

The *Handbook* will give sources for facts and data on dozens of categories of subjects related to public relations practice, and succeeding issues each year will expand the reference service. For instance, the book will not list the current U. S. Congressmen (such names change) but will give the source where latest information may be obtained. The same for a variety of subjects ranging from type faces to photographic release forms, television jargon to lists of colleges giving PR courses.

It is hoped that the *Handbook* will save your time—both in finding facts yourself—and in telling an associate where to go for the answer.

It is also hoped that members will contribute material from their own "technique files" or "PR hellboxes" for consideration by the editors for annual editions.

One copy of the *Handbook* will be given gratis to each member, and additional copies will be sold individually or in quantity, for your staff distribution.

LEAR, 1671



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THE HOPPER

Flexible statistics

In the "Hopper" for June, Mr. H. E. McEvoy states that it is a "fact that at one time over 80% of the wealth was controlled by less than 10% of the people." I wonder if we might not ask Mr. McEvoy for the source of his information. Several of my acquaintances and I with them—do not agree with the statement and we would like to know the time about which he speaks, whether or not he is speaking of the world or of a particular country and whether or not he means 10% of the adult, wealth-producing population or just everyone, men, women and children.

Statistics are such flexible things that the same set can often be made to give many different impressions.

FRED R. JOLLY

*Assistant Director, Community Relations
Caterpillar Tractor Company
Peoria, Illinois*

PR tools

In the June issue of the JOURNAL Mr. Pendray had an article about the tools one needs to practice public relations. The tools are semantics, social psychology, and social physics. Surely Mr. Pendray is kidding his elite audience? Or is that really the way the boys talk nowadays? Down at Princeton I know they work out handsome big formulas with square roots and this over that time, the other, the quantities being human desires, impulses, trends and such. But I didn't know it had hit New York.

Semantics is a little old now, isn't it? Were I hiring—pardon, retaining—public relations I would hesitate to consider any practitioner who spoke in such rather pre-Coolidge terms. Social psychology I guess one can hardly get away from. But social physics? Doesn't mean social fission, does he?

Mr. Pendray, I note with surprise, calls all these three pursuits "sciences." He speaks of public relations as a science, too. This is dubious semantics. A science is an organized body of exact knowledge. There is nothing organized nor exact about anything to do with people.

In our time there have been some really great public relations chaps, none of them really in the business. Al Smith was one for years. FDR was another.

Charlie Michelson was tops. I don't think any of them could more than spell semantics and I'm sure they didn't know about social physics. They just spit on their hands and went to work. Or ex-pectorated on their manual extremities and proceeded in the direction of laborious effort.

R. W. RUIS

Wilton, Connecticut

Audio visuals

In a recent issue of the JOURNAL I was most interested in the article on Audio Visuals.

... Readers were asked to send additional information on representative films which others might have an interest in. Here is that list.

Does It Matter What You Think—A British film, presents propaganda and public opinion in an excellent manner.

Telephone Courtesy—Excellent film on use of telephone. Obtainable from almost any telephone office.

Experiment—A very brief and powerful message on the idea that you can change people more easily with explanations; and how difficult people are when they have been pushed too hard. General Motors, direct.

Role Playing in Human Relations Training—A very interesting discussion and description of how role-playing can be used to solve personnel and personal problems. Obtained from the National Education Assn. in Washington, D. C.

Boss Didn't Say Good Morning—An interesting and humorous short on courtesy and its effects. Obtained from Teacher Film Custodians.

What's Your Idea—Detailed account of the suggestion system as operating at General Mills Inc., direct.

Under These Stars—Film telling the story of Procter & Gamble. In color, direct

Human Bridge—Voted the most outstanding industrial film ever seen by my classes in public relations. Direct from Ford Motor Co.

WILLIAM A. GRANT

*Director of Public Relations
Compton College
Compton, California*

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